

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
19 West 31st Street, New York City

VOL. XCIII

NEW YORK, NOVEMBER 18, 1915



Sweetest Music to the Kaiser's Ears

A State of Expectancy

Back in 1900 a chronicler of Mississippi wrote: "When the Isthmian Canal shall have been constructed, the ports on the Gulf will be nearer the Orient than the ports on the Atlantic, and unusual impulse will be given to manufactures and agriculture."

Well, Miss Mississippi, the Canal is in operation—are you making good the prophecy of your chronicler?

You should; the opportunity is all yours; you have every basis for commercial growth.

You have as good people as populate the earth anywhere; people who have proved their energy and courage in the stress and strain of war; people who in peace have all those qualities which make for enterprise in business; people of breeding and capability to cultivate the good feeling which

goes so far toward making customers.

Agriculturally, you have no other State to envy. Your farmer, who loses himself amid his cotton stalks—horse-high and boll-laden—who watches his corn, oats, wheat, rice, sugar cane and alfalfa spring magically from his fertile soil, has every facility for natural production.

The importance of your cotton crop can be partially realized when it is known that you have collected as much as \$90,000,000 in a single year for the lint and seed.

Cotton is King, but Queen Corn is developing into a husky contestant for the throne held so long by the hoary-headed monarch. This year you will harvest over 70,000,000 bushels of corn and pocket about \$50,000,000 for

(The Ayer & Son advertisement is continued on page 97)

New York Subway and Elevated advertising has been the starting point in the development of many concerns—some of which are now among the leading advertisers of America.

Give us an opportunity to tell you specifically what we have done for moderate appropriations in this richest of markets—Greater New York.

Our experience with this one medium extends over thirty years—and some of our clients have been with us for that entire period.

We have exclusive control of the Card and Poster Space on the Subway and Elevated Lines of New York and are Sole Agents for the N. Y. & Queens Co. Ry.

ARTEMAS WARD

Trading as Ward & Gow

50 Union Square : : : : : New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. XCIII

NEW YORK, NOVEMBER 18, 1915

No. 7

Advertising a Raw Material without Mention of Brand Names

Authorized Interview by Charles W. Hurd with

H. G. Clopper

General Sales Manager of The New Jersey Zinc Company, New York

NOBODY, we are told, ever makes an absolutely perfect job of a thing, and probably some of those behind the scenes in The New Jersey Zinc Company's offices in Wall Street could point out shortcomings in its advertising campaign of the past two years, but from the front of the house, it has been an unusually interesting performance, and there is no denying that it has, to close the theatrical figure, "gone big."

In the first place, the vital matter of getting into the advertising field at all fairly entitles the company to a high efficiency rating, because there are hundreds of other manufacturers in a situation not essentially different from that the Zinc company once was who, nevertheless, cannot, or will not, see the economy of advertising or be persuaded to test it.

There were a host of perfectly good reasons (as reasons go with non-advertisers) for the company to stay out, if it had wished to do so. It did not have to advertise to get business, because, as the largest producer of zinc in the country and world, it was already selling its total production. It did not have to go outside its office for business; most of its business was done on long contract. It had nothing to sell the ultimate consumer. And the only one of its several products in which the ultimate consumer could possibly have a direct interest, namely, zinc oxide for painting purposes, already enjoyed a considerable and

growing market, although the smallest of all the industrial demands on the company. Add to all these pleaders for a pseudo-conservatism the fact that the company had, for a period of 16 years before this, carried on an advertising campaign, which, though accompanied by a large increase of business, was not entirely satisfactory.

ADVERTISING FUNDAMENTAL PRODUCT

It might, from all these considerations, have taken the position that the attempt to advertise a basic material was proof of the impossibility of doing so in a thoroughly practical way. The advertising was, unless we mistake, a precedent in this regard. Lumber had not yet been advertised. And, lumber excepted, there is scarcely any other fundamental product that is being advertised to-day on any scale primarily as a material and not as a brand.

Apparently, the only way to account for the company's wishing to advertise is on the ground that it considered it a sensible and efficient thing to do. However satisfactory the market, it nevertheless could be very much broadened. However small a part zinc paint might play in the total zinc business, there was no reason why it should not be exploited to the limit of its possibilities.

The beginning of the new advertising campaign has been highly satisfactory. The company has obtained results in two years it did

not expect to reach in five or six. In consequence, the advertising appropriation, which was nearly doubled last year, has this year doubled again. It is now a very considerable appropriation.

The company's business with the paint manufacturers is, as said, the smallest of its activities. It would be, even if it controlled the total zinc-paint business. That gives an indication of the extent

by the Bessemer process. The company has mines in New Jersey and the West, and plants in several States.

THE MARKET FOR ZINC

For market, there are some 200 paint manufacturers, or grinders, as they are commonly known. These sell to dealers, who in turn sell the painters and householders. The zinc oxide is supplied to the

grinders in the shape of a brilliant white powder, fine as flour. It is sold by them in two shapes. One is ready-mixed, ready-to-use paint. The other is paint for shop-mixing.

The paint business is unevenly divided. The modern machine-made, ready-mixed paint, though it is gaining on the shop preparation, is still probably not more than a fifth or a quarter of the whole business. All the rest of the paint used in the country is being mixed by the painters themselves.

Practically all of the grinders make use of zinc oxide in a part of their paint. According to the claims of the Zinc company in its advertising, zinc adds to the life and appearance of the painted building and its interior. A number of outdoor tests by paint

manufacturers and painters working in conjunction with various technical bodies are cited in substantiation of their claim.

ZINC AND WHITE LEAD

It happens, however, that the place claimed for zinc in the composition of paint has been occupied in part for a much longer time by white lead. Lead and zinc are now recognized, at least by the zinc interests and the technical

What 2,171 Master Painters said about Zinc

Last year we sent an inquiry blank to 16,000 master painters to find out what they thought about zinc oxide in paint. This card was filled out and returned to us by 2,171 painters.

You undoubtedly received the card. Possibly you filled it out and sent it back. Anyway you will certainly be glad to know what we found out.

We found out that three-fourths of these painters use zinc on interior work. Two-thirds of these said it paid. Three-fifths use zinc on exterior work. Three-fifths of these said it paid.

If so many successful and progressive painters have been using zinc for both outside and inside work, and if so large a percentage of those who do find that it pays them, is it not worth while for you to at least investigate zinc and find out what there is in it for you?

The New Jersey Zinc Company
40 Wall Street, New York

Edward John Singer
Edward John Singer

MORE INTERESTING THAN IT LOOKS, THIS FOLDER IS BORDERED WITH SOME OF SIGNED INQUIRY BLANKS REFERRED TO IN IT

of the other business. Besides the oxide of zinc, which goes partly into paint, but chiefly into the rubber industry, where it is used for automobile tires, water-bags and almost every other kind of rubber product, the company makes spelter, just now being largely used by cartridge manufacturers; lithopone, a dry white paint; sulphuric acid, and spiegeleisen, a form of pig-iron containing manganese and used in the manufacture of steel

authorities they quote, as complementary and not mutually exclusive ingredients of paint. Zinc is admittedly indispensable in high-grade interior paints and enamels. The Zinc company urges its use in all grades of outdoor paint as well.

Of the painters who mix their own paint, the majority do not as yet employ zinc oxide in exterior paint. They have been brought up on white lead alone and they are naturally under the influence of the very effective advertising of the lead interests. This advertising is not, however, hostile to the zinc companies. Lead, also, is given a place in the Zinc company's advertised formulas.

The Zinc company has advertised continuously for 18 years with the exception of a single year, 1909, when a combination of circumstances suggested a temporary discontinuance. On account of conditions in the industry during the past year, due to a sudden demand in the domestic market in excess of the immediately available supply, the same course of temporary discontinuance was under consideration, but it was finally decided that, as the advertising campaign has a purpose and value reaching beyond the present, and is, in fact, an important factor in promoting a future good will for the product, the advertising would continue on the same effective lines as for the past year or two.

This new type of campaign was laid out and carried out by George B. Heckel, advertising manager, with the help of Calkins & Holden, the advertising agents.

"There were four factors in the field," said Mr. Clopper, the gen-

eral sales manager, in outlining the campaign to PRINTERS' INK, "the 200 paint grinders, the painters, the architects and the house-owners or ultimate consumers. We sell the grinders only. They are governed almost entirely by the demand of the painters, expressed through the dealers, and the painters, in the absence of any control by house-owners or archi-

The greatest improvement in paint-making in the last hundred years can be expressed in one word. That one word is

zinc

A word to the wise—house owner or painter—is sufficient.

We have three books discussing Zinc from the three viewpoints of the parties most concerned.

For House Owner: "*Your Move*"

For Architects: "*One of Your Problems*"

For Painters: "*Zinc That Made a Painter Rich*"

Ask for yours. Sent free.

The New Jersey Zinc Company
Room— 55 Wall Street, New York

For big contract jobs consult our Research Bureau

CHARACTERISTIC MAGAZINE PAGE AD IS AIMED AT THREE CLASSES

texts, use their own judgment. The dealer is not so important a factor as the others in influencing the character of the demand. He supplies what the painter wants. So long as the house-owner and architect assert no preference, the painter's judgment is paramount.

"The campaign we laid out last year was aimed at all four factors. To reach the consumer public we planned a six-months' campaign of pages, from April to September, in a small list of general mediums

which had a total circulation of 4,500,000 a month. The campaign was afterwards extended three months on account of the encouraging response from the field.

"The copy, educational in nature, aimed to drive home the idea that zinc paint is the best paint. It has the typographical appearance that is now well known—the word 'zinc' in very large type and a few lines of informative statement in smaller though readable type, and

get that one clear impression—zinc. We have a few competitors in the zinc-producing field, but we felt that we were bound to get our share, anyway, of any new business created. There was much more to gain from keeping the issue clear than there was to lose by not naming the brand.

"Our advertisements show that we went about it in a very simple, direct way. We confined ourselves to a few plain and plausible stat-



A necromancer once sold a king a recipe for making gold out of sand. He was to do this, and that and the other thing, but under no circumstances was he to think of the word "zoroaster" while he worked the charm.

The king tried and tried, but he could not turn the sand into gold because he could not

**REMEMBER:
ING A WORD**

keep that word "zoroaster" out of his mind.

We are not wizards, but this series of anecdotes with morals is our method of making it impossible for you to write paint specifications without thinking of that word "zinc."

General Sales Manager

THE NEW JERSEY ZINC COMPANY, 55 Wall Street, New York

ONE OF A STRIKING SERIES OF MAILING PIECES FOR ARCHITECTS THAT HAS BEEN WIDELY NOTICED

the whole cut off at the top and bottom by large double rules.

"You will notice from our ads that we are not advertising a brand. We have several brands and I will come to them later, but I will give you first the reason for advertising 'zinc' alone, although it enables all other zinc producers also to profit by our advertising.

"Our reason for doing this was that our whole problem at first was to get into the consumer's mind the single idea that he must have zinc in his paint to assure a durable, beautiful job. We did not want to confuse him with any talk about brands. We wanted him to

ments a day. We tried to open up afresh the subject of paint. Most people had assumed that paint is paint. Painters knew there are grades in pigments, but still even to them paint meant chiefly lead and oil. We wanted to show that that was wrong, that paint was lead and oil and zinc, and a good part of it zinc.

"But first we had to show that there was such a thing as a paint problem and that it was important. Most people regard paint as chiefly intended to beautify a building. They forget the protection it affords. In one of our advertisements, we say:

To one good maker of CLOTHES for MEN—

WE want just one men's-clothing account—a good one—and we are prepared to render a service that's exceptional.

We believe that despite the amount of good men's-clothing advertising done right now—the big individual Copy success in this line is yet to be made.

We believe that there is an unusual Merchandising opportunity still open to a clothing manufacturer which will differentiate his entire proposition—give it tremendous impetus.

Let us help you to discover and develop these better ways to greater profit. We are merchandisers first. We have a record of national successes in retail selling that stands for itself. In our organization are men who have been identified with conspicuously successful clothing campaigns.

We do not handle conflicting accounts. The clothing manufacturer who enlists our co-operation will have exclusively, practical Merchandising Help of a decidedly *different* nature—virile Copy and Art Service—which we honestly believe to be unequaled in America today.

These rather positive statements have the *facts* to back them up. May we present them? Please address

NICHOLS-FINN

ADVERTISING COMPANY

222 SOUTH STATE ST., CHICAGO

200 FIFTH AVENUE, NEW YORK



"Intelligent, Sustained Effort Insures Success"

"Paint is as important as fire insurance. A building may never burn, but unless constantly protected by paint, it will surely decay."

"Zinc in the paint hardens the finish so that dust and dirt will not cling to the surface and darken and stain it."

"These two arguments are the chief weapons in our arsenal. Most of the other statements are variations of them."

"The primary object of the advertising was to get the house-

decoration, but is not otherwise illustrated. The text is divided up into ten short chapters, telling the paint story and directing the house-owner to the Research Bureau if he wishes further information, particularly of a technical character.

LETTER WENT WITH BOOKLETS

"These booklets went out to inquirers with a letter and another booklet giving the name of the paint manufacturers who make zinc paint. The inquirer was

The interest in zinc is greater than you think



Thousands of house owners are replying to the advertising, asking about this ingredient of paint. We are teaching your customers—the people who hire you, who pay you and who are able to make you rich and successful. These people are learning things about paint made with Zinc which they never knew before. The manufacturer from whom you buy paint sells Zinc. Most of them furnish it in paste form. It is easy for you to try it. Do you not think you owe

it to yourself to investigate? If we are right, you cannot afford to ignore this important advance in the line of your own work. If we were wrong, we could not afford to spend so much time and money to help you do better work.

If there is any information you would like about the use of Zinc in paint, we will be glad to supply it.

The New Jersey Zinc Company
at New York

W. H. H. H.
Hartford, Conn.

LITERATURE FOR MASTER PAINTERS HAS A BROAD HUMOR

owner to absorb the two or three elementary facts about zinc paint and then send for a booklet which would tell him more. The booklet is called 'Your Move,' because the subject is introduced by an illustration from the game of chess. There is a picture of a chess-man on the cover—a knight with the familiar horse's head. Our best known brand of zinc is 'Horse Head.'

"You see, we are not featuring a brand, but neither are we neglecting it. Some day we may wish to make a more direct connection between the picture and the name."

"The booklet, which is of 24 pages with cover, has two chess layouts at either end by way of

urged to take the list to his paint store and get the paint of any one of the manufacturers that the store carried, or if none was carried, to write to the nearest manufacturer. If his painter preferred to mix his own paint, the inquirer was urged to talk the matter over with him.

"Three months afterwards we wrote the inquirer, asking if he had had any painting done; if he had used zinc paint; what brand and what quantity. An illustrated folder was enclosed, giving the results of an experiment conducted by the American Society for Testing Materials, showing the value of zinc in paint."

"A similar course was followed
(Continued on page 96)



*Every one of the
seven men at the head
of the CHELTENHAM
Advertising Agency
is a man you would be
glad to have help you
in your advertising.
For every one of them
has become successful
through ability—expe-
rience and hard work.*

INGALLS KIMBALL

President

11 EAST 36TH STREET
NEW YORK

Competitive Plans Unsound Basis of Selecting Advertising Agents

"The Advertiser Gets the Minimum of the Agent's Wisdom" in This Way

By A. W. Erickson

I AM glad PRINTERS' INK published the editorial, "The Prudential as a Copy Speculator," for it aims to hit a too frequent error on the part of some advertisers and a too frequent compliance on the part of some agencies.

As to the idea of selecting an agency through a competition of submitted plans, I say freely that it is absurd.

For an advertiser to require it is short-sighted as to his own interests. For an agent to comply with it is belittling as to his own function.

Competitive plans can't go very deep into the advertiser's problems. They do not rest on thorough investigation. A worthwhile investigation of the advertiser's conditions would take too much of the advertiser's own time to be given simultaneously to several investigating agencies.

So all the advertiser can do is to describe to the several competitors his conditions in the most general and, therefore, in a very superficial way.

Consequently all that the competing agencies can do is to use their own general knowledge, make a hasty survey in the lines of least resistance, and then to trust to their intuition for their conclusions.

The advertiser accordingly gets the minimum of the agent's wisdom in the competitive plan. The agent knows that if he gets the account he may have to modify or even reverse his whole plan. But he naturally puts forward the most striking stunts he is master of. Sometimes these stunts are like a vaudeville performance. But because they are bright and snappy in their newness the advertiser is unduly impressed by their appearance. The "clothes," as PRINTERS' INK says in its editorial, get away with him. He fan-

cies this brilliant originator of striking stunts is the great business engineer he has been waiting for.

But a rude awakening usually follows. The superficially constructed plan sags like all other plans which don't rest on the deepest strata of facts. The advertiser doesn't get as much for his money as he hoped. He turns to another agency, perhaps fires his advertising manager, perhaps cuts down his advertising to the bare poles.

If, in selecting his advertising agent, he had applied the same common sense he uses when he hires a legal firm for a big suit, he wouldn't have adopted such a short-sighted policy in advertising.

The justification of the advertising agency is its expertness in business building. If expertness doesn't go deep enough to get to the bottom it isn't expertness.

The copy which is presented to the public is only one element, and far from being the full measure of the agency's building service.

THE AGENT'S DILEMMA

In a "competitive test" it isn't possible for the agent to make the kind of investigation which entitles his judgment to be regarded. It cannot be substantial. The agency that sells itself on that scale isn't really sold.

On the other hand, if the agent in a "competitive test" really does make a worth-while investigation (without charge) which may require weeks or months, he is taking time which belongs to his clients.

Every good agency has to arrange its own overhead according to its income from its clients. With enlargement of clientele come corresponding enlargements of staff. But the maximum work-

The Periodical Press

Incorporated

Telephone:

Franklin

4246

All departments now
at our new location

**76-88 Lafayette St.
New York**

The largest plant in
the East for the complete
manufacture of high
grade catalogues.

Prompt deliveries.

If your next work is
planned so as to gain all
the benefit of our equip-
ment, we believe a
substantial saving can be
made. May we talk the
matter over with you?

***Illustrated
Catalogue
and
Magazine
Printing***

LET US FIGURE ON YOUR
NEXT LARGE EDITION.

of the present staff belongs to the present clients. Consequently any substantial course of investigation requires an extra expert effort, and that must be paid for by the new advertiser either as a special service fee or from the volume of the new business.

To refer to your analogy of the lawyers, no legal firm can afford to make its investigation and draw up its settled plans on the gamble of a competition. Its own steady overhead prohibits it.

These considerations indicate why most advertising agencies never consent to enter a competition for a new account on the basis of comparative plans.

This isn't to say, of course, that any agency can afford to refuse to compete. But it is to say that the competition should have a basis which is fair to the advertiser and fair to the agent.

What that fair basis should be may be suggested by the method invariably employed by a business man in selecting his lawyer, or his architect, or the head of any important department in his business.

What he requires in such cases in order to make an intelligent decision is knowledge of the man's general character and reputation as well as information regarding his past performances. If this is favorable and his interviews indicate that the man has a sympathetic comprehension of the problems involved, and a broad grasp of the general situation, then he is favorably considered.

With the advertising agent one should go a little further, namely, examine the record of the agency's achievements for its clients, and how it has developed them from perhaps small beginnings. Inquire particularly from these clients themselves what they have to say of the manner in which the agency has developed their business.

If advertisers generally selected their advertising agent by this method there would be fewer advertising tombstones in the commercial graveyard.

Cone, Lorenzen & Woodman have been appointed to represent the Fort Worth, Texas, *Record* in the foreign advertising field.

Manufacturers Join in Sampling Philadelphia

Twenty manufacturers are distributing samples of their products through 400 "Drugo" drugstores in Philadelphia, which are a combination of members of the Philadelphia Wholesale Drug Company. Newspaper advertisements, in page size, contained the names of the products and the drugstores where the samples may be secured. These samples will be put up in bags, each containing one each of the various items distributed.

Death of Frederick W. Dodge

Frederick W. Dodge, founder of the F. W. Dodge Company, New York, publisher in the architectural and building trade fields, died November 10, aged 51 years.

In 1892 he went in partnership with Clinton W. Sweet in the publication of the *Architectural Record, Record and Guide* and other trade publications. In 1912 he bought Mr. Sweet's interest in the business, prior to which time the main office of the company had been in Boston.

"Inland Storekeeper" Appoints Representatives

William M. Klein and R. M. Graham have been appointed Eastern advertising manager and Western advertising manager, respectively, of the *Inland Storekeeper*, New York.

Mr. Klein has for four years been manager of the Ingraham Advertising Company, New York, and Mr. Graham has been advertising manager of *The Road-Maker*, of Moline, Ill.

Burleigh Withers Joins Chicago Mail-order Company

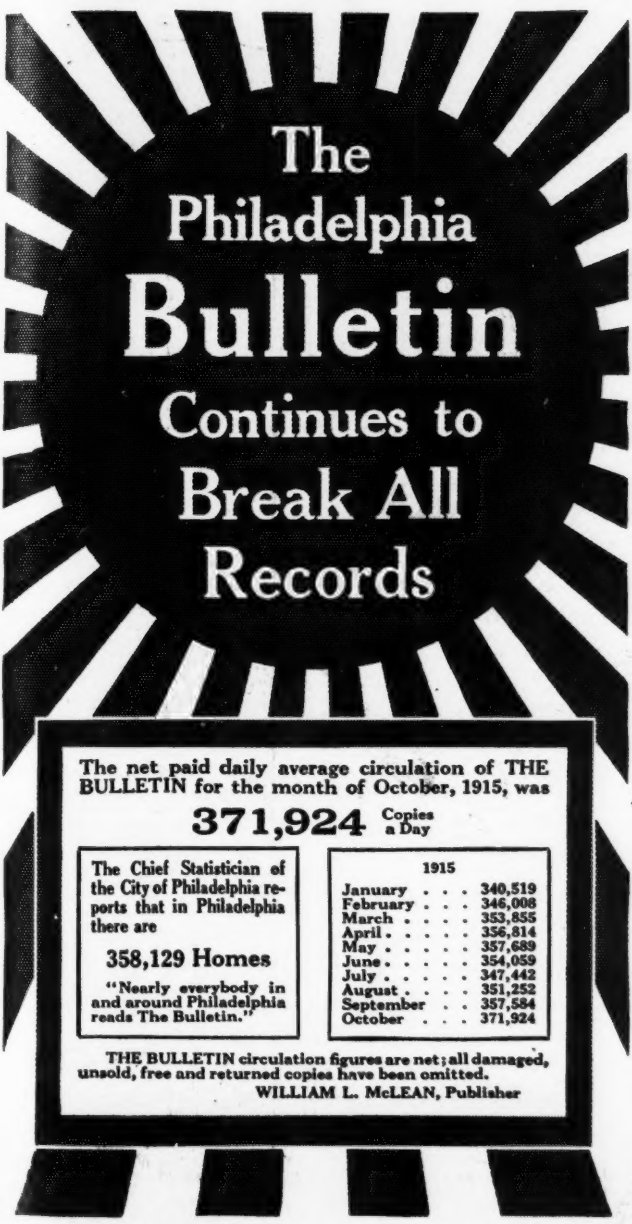
Burleigh Withers, until recently vice-president of the Charles Daniel Frey Company, Chicago, has been appointed advertising manager of the Chicago Mail Order Company (ready-to-wear clothes). Before going to the Frey company he was with Marshall Field & Company.

Sternberg & Imray Form Partnership

H. H. Imray, for six years with N. W. Ayer & Son, Philadelphia, has formed a partnership with H. Sumner Sternberg, New York. The name of the Sternberg advertising agency will be changed to Sternberg-Imray, Inc.

S. R. McKelvie a Candidate for Governor of Nebraska

S. R. McKelvie, publisher of the *Nebraska Farmer*, Lincoln, has announced his candidacy for governor of Nebraska, subject to nomination in the Republican primaries to be held in April, 1916.



The Philadelphia Bulletin

Continues to Break All Records

The net paid daily average circulation of THE BULLETIN for the month of October, 1915, was

371,924 Copies
a Day

The Chief Statistician of the City of Philadelphia reports that in Philadelphia there are

358,129 Homes

"Nearly everybody in and around Philadelphia reads The Bulletin."

1915

January . . .	340,519
February . . .	346,008
March . . .	353,855
April . . .	356,814
May . . .	357,689
June . . .	354,059
July . . .	347,442
August . . .	351,252
September . . .	357,584
October . . .	371,924

THE BULLETIN circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher

The Work of
the Greatest
American Fiction
Writers Appears
Regularly in
THE RED BOOK MAGAZINE

DECEMBER 1915

PRICE 15 CENTS

THE
RED BOOK
MAGAZINE



This Great
Hive of
Novellists

RUPERT HUGHES
GILBERT PARKER
MEREDITH NICHOLSON
and 12 pace-setting Short Stories, including
"The Gold Brick Twins" by IRVIN S. COBB

"The Monthly
Publication
that is Setting
the Pace." O





GUARANTEE TO SUBSCRIBERS

Realizing that persons unacquainted with THE FARM JOURNAL may hesitate to subscribe and pay for five or ten years in advance, we guarantee:

(1) That within three months after paying for THE FARM JOURNAL any subscriber may notify us to stop the paper, and the full amount paid for the subscription will be refunded.

(2) That after three months any subscriber may order the paper discontinued, for any reason, or for NO reason, and the unused proportion of the amount paid for the subscription will be refunded.

This is it—the guarantee that makes sure Our Folks are always quality folks and stay so. In this, as with the “Fair Play” idea, The Farm Journal is “unlike any other paper.”

John E. Powers on "Wanamaker Style"

One-time Famous Writer of Advertisements Gives to PRINTERS' INK Reminiscences of the Formative Days of a Great Advertiser

[EDITORIAL NOTE: For the benefit of the younger generation of advertising men, it may be well to state that J. E. Powers was perhaps the first person employed to do advertising and nothing else; he certainly was the first person employed exclusively as a writer of advertisements. And, when discharged the second time by Mr. Wanamaker, he turned to day's work, because no one concern would take his whole time. That began his life-work. He invented this business; had to. Among the advertisers whom he helped to "make" were John Wanamaker—the "J. W." of the following article—Macbeth (lamp chimneys), Vacuum Oil Company, and many others. He once printed: "My Macbeth is known as far as Shakespeare's."

His copy was stamped with a curious individuality of style and a uniqueness of display, which to-day would be called no display at all.

Imagine the incisiveness and the personal quality of the following article transferred to "copy" and our readers will understand the figure he must have cut in the business of a generation ago.]

Editor of PRINTERS' INK:

I have seen two leaves of PRINTERS' INK, no date, containing official statement from headquarters that J W is himself and always has been the genius of his own advertising—to quote your headlines.

I began there April 1880. Up to that time, he had written most of his advertising. His usual *Public Ledger* copy then began

JOHN WANAMAKER
repeat 20 times

GRAND DEPOT
repeat 20 times

THIRTEENTH ST
repeat 10 times

HAMBURG EMBROIDERIES
lovely and cheap.

&c &c to half a column.

I remember his saying: "If I could have the good will and use of the *Ledger* alone, or the good will and use of all the other papers together, without the *Ledger*, I'd choose the *Ledger*. He paid it \$20,000 a year at 30c line; the rate being 20c, 30c display.

I did nothing but write; but I didn't know how. I had been at Lord & Taylor's 9 months as advertiser. Their trade at Grand street had shrunk \$150,000 in my last six months, and had not grown at Broadway; but J W thought he saw signs of capacity in my work there. He didn't; there were none. The business was in *articulo mortis*; [Hatch saved it.] I was glad to get away; besides, J W paid more, would have paid double, if I had had the pluck to take it. I knew I didn't know how.

THE STORE'S NAME CHANGED

First day, after trying to write, I said: "I want you to change the name of this store, Grand Depot."

"What! what's your reason?"

"It'll cost more money to get the people in with that name, than it will with a proper name."

"What is a proper name?"

"Wanamaker's. That's what they call it now, except your employees and their friends. Grand Depot is mispronounced French. Nice people don't like it."

"I've spent thousands of dollars to fasten that name on it."

"You've lost that money; better not lose any more."

"I'll consider it; you needn't use the name."

"Thank you." I hated to begin by finding fault; but I was dumb; I couldn't write a word for that name.

He went to Europe in 5 weeks, leaving me to "use your judgment" for the three stores: the general store and two clothing-stores. "Consult nobody; there's nobody to consult." He had made a baby of me the first 3 weeks; I didn't see him the last 2 weeks before his departure.

I continued to not know how for 9 months, though I studied the problem hard all the time. I considered my work wage and advtg. expense (for the general store) all wasted that 9 months. I did one good thing: stopped display, used solid 12-pt old-style Franklin, which was worthy of better matter; but he was content.

All at once, I hit it. The daily news of the store, as if written by an unconcerned outsider; no sign of eager to sell; no greed; of course, no lying, except that of ignorance. Liked to tell the off side of any particular goods I mentioned. Plainly sought the public's advantage against us. It was their store. I managed my part to make them welcome to its best service; real service; the profit on goods was our fee for doing our best for them.

He had been smart enough to bet on me those 9 barren months; he was smart enough now to indulge me in a new sort of play altogether. How was it going to turn-out? Less than half the department-heads believed in it or in me; but J W seemed content, and I got-on.

The store had been full of big signs of all colors imaginable; I got 'em out very slowly; it got to looking quite decent in time.

WHAT POWERS THINKS OF A STORE "SALE"

We never had such a thing as a "sale," but we *sold*. A sale is a fraud, we all know. It would be very bad management, to let odds-and-ends and bad buys accumulate so as to furnish supplies for a "sale"; it is vastly worse to buy "sale" "goods" and sell them as good. There's no difficulty in getting the "goods," if one lacks conscience or business sense. There's no difficulty, in selling for

half, what has to be sold for half or worse—it is worse to keep stock encumbered with off stuff. It's no hardship to sell at a loss; it pays; and it pays to be decent about it.

Why do the English so look-down on trade? Because trade is so generally contemptible; they don't know that it isn't always so. There's just as good business in London or Glasgow as there is here in New York; but the old stigma sticks. There isn't another Commandment, the breaking of which is so stinking-mean as the business of doing as one wouldn't be done by—in small figures—no matter on how grand a scale.

And it's stupid. We were slowly building a great and good business at Wanamaker's 30 to 35 years ago. But I used to wonder whether a nation-wide trade could actually get drawn to that white-shutter and marble-step city, by a name Pennsylvania Dutch. But we got Philadelphia tight enough. On the whole, we didn't hurt our competitors, though they didn't like the medicine.

I was not there '83-'84; we didn't always agree. We had a big Christmas trade '85; our best day, the book department's sales were \$10,000. In January, '84, in my absence, there had been a great "sale." J W was carried away with it, I knew what was coming; and, Christmas Eve, I said to him: "Now, if you please, I'll take eleven days' vacation. I want to do something that'll take eleven days; can't do it in ten."

"I don't know how to let you go. Last year we had an enormous success in January; I want to beat it this year."

"The people are tired out; so are we. Let's give 'em a rest, and take it ourselves."

"But I want to sell the goods."

"Would you rather begin January with a hurrah and peter-out, or begin small and end big?"

"I'd rather end big."

"Very well, I'll be here the fifth of January, and we'll let 'em take their own gait. We'll end well-enough."

"I'll give you till the 20th of

January; then, when you have failed, I'll do it myself."

"Agreed."

About 15 January, he sent for me. "How are you feeling about the business now?"

"Looks fair."

"We're \$50,000 behind last year."

A week ago, we were \$75,000 behind; next week, we shall be \$25,000 behind; after that, ahead; and we haven't done anything to disgrace ourselves, or to hurt future business."

He looked at his figures a minute and said: "You're right; I'll never bother you with a sale again."

I meant to say something about the advertising. It was nothing but picking-out such news of the store and stocks as would be most interesting to people outside every day, and telling it modestly, decently, mixing a little humor in now and then; no two days alike; but always alike as to those particular weaknesses of store-keepers that get them contempt and distrust—distrust is weak; I won't stop for a better word now.

An incident tells who managed the advertising. One day, to punish me for something, he ordered me not to print without showing him proof. "Very well," I replied, "the advertising won't be good-for-anything so long as you see proof." In ten days, he said: "You're right; the advertising isn't good; you needn't show me proof any more."

I almost invented "money back if you want it" in 1865 in life insurance. I told my company: "If you'll deal with your people as savings-banks deal with theirs, they'll insure their lives almost as they go into savings-banks." But I couldn't carry it.

I did invent it on the Atlantic in 1867. I had the best sewing-machine in the world, but it was in contempt; what was worse, it was of a class that was in contempt. I was going to London for it. I said "Use it a month. Then you'll know all about it. Pay for it then or return it; I'll take all risk and pay all expense." I won.

When I saw Wanamaker first time, he took out of his pocket one of my advertisements, cut out of an Edinburgh paper. That's where he got money back; he was the first to do it in this country; about 1871.

I was with J W 5½ years. Sales grew from about four to about eight millions. But that was the least of our gain. At the end, we had quite a little good will. We had only Bethany in the beginning—mighty poor asset. In my year of absence, somebody got-off this in the advertising:

"It is hard to single-out gems from a constellation, covering nine acres of floor space."

Somebody said: "Powers could never have done in any other city what he did in Philadelphia; for he'd never have found the papers so dull; they had to read him; there wasn't anybody-else to read." They did read; his worst enemies read and cursed him. Not mine, J W's. Merchants of other cities, to some extent, took Philadelphia papers, and read the advtg. Some made scrap-books of it. I remember seeing one in Rochester.

JOHN E. POWERS.

Donald Frothingham Heads Trade Information Bureau

The American Express Company has appointed Donald Frothingham manager of the newly organized foreign-trade information bureau. He was for several years connected with the advertising department of *Everybody's Magazine*, and later special correspondent abroad for the *Chicago Tribune*. For several months past he has been investigating foreign trade service work for the American Express Company.

Detroit Electro Foundries Combine

The Gagnier Stereotype Foundry of Detroit has purchased the Western Electrotype Company, and assumed immediate control. The business is to continue under its former name under the direction of C. B. Williams as sales and business manager.

Cole Motor Car Account to Dunlap-Ward

The Dunlap-Ward Advertising Company, Chicago, has secured the account of the Cole Motor Car Company, Indianapolis.

The Retailer's Store Window as an Effective Advertising Medium for the Manufacturer

Written in Collaboration by the Advertising and Display Managers of One of New York's Leading Retail Stores

THE manufacturer who reads what follows must be prepared to mentally digest some startling facts. If he is wise he will apply some of them as soon as possible to his own business.

The windows of a well-located retail store have always been regarded as a valuable advertising medium. To-day they are more highly regarded than ever before. In the past ten or fifteen years a wonderfully clever group of men have developed in the cities, calling themselves display men; their old name was "window dressers." They are well entitled to all the credit a more dignified name implies.

Merchants occupying old buildings have been spending large sums in improving their windows; enlarging them; fitting them with effective lighting apparatus; building special backgrounds and providing apparatus and fixtures specially built for the display of certain lines of merchandise.

The windows of the newer stores are given very special consideration when architects' plans are under consideration. Lord & Taylor's new New York store has windows which let down into the basement for trimming and are hoisted by machinery when trimmed. At night and on holidays they fit special "windows" across their entrances. They frequently change their windows during the day, in full view of the public, the record time for lowering one window and raising another in its place being 30 seconds!

Who that has ever seen them will forget the splendid pictures presented by the artistic effects produced in the windows of the Marshall Field store in Chicago; the Wanamaker stores in Philadelphia and New York; or those of the Jordan-Marsh store in Boston.

even though facing, as the latter do, a very narrow sidewalk on which the pedestrian is terribly crowded?

Who will not say that the window decorators for Gorham, Sloane, Saks or Lord & Taylor, in New York, for instance, do not vie with the artists of brush and chisel, whose work, by the way, they often bring to their aid in creating "atmosphere" for their windows?

MACY'S ELABORATE DISPLAY

A couple of years ago the Macy store, in New York, imported from the greatest maker of wax figures in Paris a number of superb figures of men, women and children in wax, representing different ages, proportions and complexions. Even different racial or national characteristics were represented in the various faces. From feet and hands to hair they were anatomically correct and artistically perfect. The cost was several thousand dollars.

The chief artist in the atelier of the producer came from Paris, and supervised the placing of the first window display in which these figures were used.

The crowds during the first and second weeks were tremendous. The broad sidewalk was jammed with humanity almost all day long, every day for a week. The store's porters and detectives were busy keeping clear the entrances to the store. The city sent more than a dozen of plain-clothes men to mingle with the crowd. A half dozen uniformed police were thought necessary.

The various scenes, as deftly worked out as any stage setting or magazine or book illustration, represented Monte Carlo, and various other resorts. There was

(Continued on page 25)

An Introduction In Portuguese—

Duncan Hood, the special representative of *Engineering News* in South America, reports a large amount of construction work at present in Brazil, and a larger amount proposed. He says that Brazilian Contractors and Engineers are seeking American markets for the machinery and equipment to carry on the work.

Introducing its advertisers to this big field, at an opportune time, is the purpose of the translation of the Buyers' Cyclopedia of *Engineering News* into the Portuguese language, in the December 9th issue.

A special circulation of the paper will cover Brazil from one end to the other, reaching a selected list of the biggest engineers and contractors and construction companies in that country.

Every month, in the second issue, the Buyers Cyclopedia (which, as you know, has replaced the old Advertisers "Classified Index") appears in a foreign language, in addition to English, and a special circulation does the rest.

We offer you the maximum in circulation, the maximum in service.

Engineering News

One of the five Hill Engineering Weeklies published at Tenth Ave. and 36th St., New York City. The others are *The Engineering & Mining Journal*, *American Machinist*, *Power* and *Coal Age*.

All members of the A. B. C.

***Talking about a newspaper
ADVERTISING ITS ADVERTIS-
ING, let us tell you what is being
done by the NEW YORK AMERI-
CAN!***

Once in a while the average newspaper prints something that advertisers might construe as being helpful to their interest, but it is only ONCE in a while.

In the case of the NEW YORK AMERICAN it is a daily program, consistently carried out. Its purpose is to acquaint the readers of the paper with the advantages of patronizing advertisers.

**EVERY MONDAY THERE IS A TALK ON
FINANCIAL ADVERTISEMENTS**

Readers are told of the character of the announcements of the financial houses. The policy of the paper in printing only such financial advertisements as are able to stand up under the severe test applied to them—a real investigation—is explained to the readers, who have learned to have absolute confidence in all of the financial advertisements printed.

Result: A greater volume of business to the advertisers—a greater volume of advertising to the paper—advertisers pleased with the co-operation given them—readers pleased with the attention they receive—everybody happy over their mutual betterment.

**EVERY TUESDAY THERE IS A GENERAL
TALK ON ADVERTISING**

The increased interest of the public in advertising is shown. The manner in which advertisements are written is explained. The very general integrity of the advertisers is dwelt upon—also their real desire to sell good merchandise at fair prices, to establish confidence and to render a real service to the people.

The intention is to make the reader appreciate the helpfulness of advertising, why it can be believed, and what a great factor it is in correctly informing everybody about the things they have to buy.

**EVERY WEDNESDAY THERE IS A TALK
ON MUSIC**

The growing influence of Music in this country is talked about—the great interest all classes of people take in it—why Music, in some form, should be in every home. It tells of the various musical instruments and their uses—explains the advantages of teaching children to play and to sing. It tells of the mechanical instruments—the player pianos, the talking machines and their records, and their wonderful educational value.

It has come to pass that thousands upon thousands of people now look upon Wednesday as Music Day and they give their thoughts to their music needs, with the result that the music houses advertising in the American (practically all of the Music Houses in New York do advertise in the paper) report greater interest in their advertisements and greater cash returns.

EVERY THURSDAY THERE IS A TALK ON FURNITURE AND HOUSE FURNISHINGS

This is a subject of vital interest to every home. The sentiment around home life is dwelt upon in such a way as to interest readers in improving their home environment—keeping their belongings in good condition and adding new articles as they can afford them.

Dealers say that this weekly talk keeps readers keyed up as to the necessity of bettering their homes—that people visit their stores oftener and ask for suggestions as to what they should buy—and that business is better in consequence. Almost all of them are regular advertisers in the American and express satisfaction with the co-operation the paper is giving them.

EVERY FRIDAY THERE IS A TALK ON WEARING APPAREL

The American has revived the custom of buying wearing apparel at the week-end—Friday and Saturday. It is really astonishing the great interest readers take in the advertisements of the Apparel Shops as the result of the paper's efforts to show them the need of reading the advertisements in order to keep posted as to styles and prices—and why it is safer to buy clothing from advertisers who will advise customers correctly and will sell them reliable goods at fixed prices.

The result is a better business for the advertisers and confidence in their advertisements.

EVERY SATURDAY THERE IS A MISCELLANEOUS TALK

This talk dwells on the responsiveness of the readers to advertisements printed in the daily and Sunday American. Very frequently this talk is reproduced in the Sunday American. The strength of the paper as an advertising medium is pointed out to the readers and they are repeatedly complimented and thanked for the great volume of trade which they give to advertisers.

There is never any let-up by THE NEW YORK AMERICAN in ADVERTISING ITS ADVERTISING.

The management is deeply interested in making it very profitable for advertisers to advertise in the paper, daily and Sunday, and it is equally interested in having its readers reap the reward, which is always theirs when they buy from advertisers—a reward which consists of getting reliable merchandise, splendid service, and prices which are alike to all of them.



Members Audit Bureau of Circulations

Buyers Read— and Readers Buy

¶ Did you know that The Sperry Magazine is emphatically a "Class" publication, reaching 500,000 Women each month who buy *everything salable* for the Homes of America?



SCRIBNER'S MAGAZINE

FIFTH AVENUE AT 48TH STREET
NEW YORK

November Eleven
Nineteen Fifteen

Dear Mr. Bullock:—Referring to our twenty-one line advertisement which appeared in the October, 1915, issue of The Sperry Magazine, I take pleasure in saying that we received a larger number of replies from this, than from the same advertisement placed in any other magazine.

Sincerely yours,

FLT-VEK

Circulation Manager.

Mr. William Starr Bullock, Business Manager
The Sperry Magazine, 2 W. 45th Street, New York

¶ Do you realize that Millions of Women and Thousands of Merchants are friends of the publishers of The Sperry Magazine—because of service rendered?

¶ Many Dealer-and-Consumer-members of the great "Sperry Family" are your customers also. More of them should be.

¶ The "Tie-up" of The Sperry Magazine is direct, forceful and result-bringing.

Ask us "How"—on a postal

THE SPERRY MAGAZINE

Two West Forty-Fifth Street - New York
WILLIAM STARR BULLOCK, *Business Manager*

a superb wedding scene, and there were home, street and business scenes.

The figures were clothed in the garments Macy's had for sale. Their own rugs and furniture, dress accessories, jewelry, trunks, bags, etc., were used.

Located on a corner which is daily passed by more people than nearly any other in the United States, Macy's windows always have a very large "circulation." On this occasion the circulation was tremendous.

People whose business or pleasure brought them past the windows stopped, looked and were fascinated. They told their friends and families. The whole thing was helped along by a few brief announcements, covering the creator of the figures and the scenes, in Macy's regular advertising.

The foregoing is an exceptional incident. The steady value of the Macy windows, however, is great. It has been estimated at \$100,000 a year, or about one-fifth as much as the estimated expenditure for newspaper advertising. This estimate will not be varied much if made by a dozen men capable of judging.

As a matter of fact a store window with actual merchandise in it has tremendous "publicity" value. As a direct influence to immediate sales it has scarcely an equal.

Macy's is only an example of conditions elsewhere in New York, as well as in other cities. Their windows are probably worth more than those of any other store in America, but the *principle* applies anywhere.

WORTH OF WINDOW "CIRCULATION"

A Fifth Avenue specialty shop between 34th and 42nd Streets, values its six windows at \$40,000. It is doubtful if the superb windows of the Wanamaker new building, in New York, with such small "circulation" made up largely of persons already in the neighborhood because they are going to Wanamaker's to make some specific purchase, are worth in *indirect results* as much as it costs to maintain them. The Wanamaker Philadelphia store might justly value

its windows at not less than \$75,000 a year.

Here are some actual facts concerning the selling power of windows. A store in the Herald Square section, New York, has repeatedly sold from 15 to 35 women's dresses and suits ranging in price from \$15 to \$50 in one day from a window display, by actual test.

Another New York store has sold 22 men's sport coats in a day, 345 men's straw hats in a day, six hundred dollars' worth of women's handbags in a day from three windows.

In an August furniture sale a Philadelphia store was not long ago forced to remove from the window a dining-room suite which was sold out in two days' time.

In York, Pa., a retailer increased his trade for a certain package of confectionery selling at 60c from about \$15 a week to over \$100 a week by placing a display in his window each Saturday for a year.

The Riker-Hegeman and Liggett drug stores, and the United Cigar Stores Company change their windows very frequently and report that they regard them as *very valuable*. In their principal New York store, located at 34th Street and Broadway, Liggett's use demonstrators in their windows with great success.

One Western store that had never sold many of a certain high-grade patented trunk, built up a fine trade *solely* by window displays.

A costly refrigerator became a good seller in a Washington store that gave it frequent and seasonable window display.

COST OF WINDOW DISPLAY

William Filene's Sons Company, of Boston, regards its windows as worth \$100,000 a year. The management makes a definite charge against its publicity department for the use of them. It regards the windows as the most valuable publicity medium the store has.

Lord & Taylor, of New York, in their superb Fifth Avenue location, value their windows at \$150,000 a year. They have a record of

53 complete changes of windows in one week. They are averaging 2,500 changes a year.

Marshall Field & Company, of Chicago, have never placed an exact money value on the windows, but it must be very large. They use their windows almost solely for educational purposes, except for about six weeks or two months in the year. During the bulk of the year they exploit coming styles and demonstrate possibilities with material at hand and for sale.

One of the leading Pittsburgh stores reports that their windows are considered easily worth \$35,000 to \$40,000 a year. They use them as mirrors to reflect the *type* of merchandise for sale, and to promote *direct* sales.

The Hudson Company, of Detroit, considers its windows worth an average of about \$10 a day each, or \$3,000 a year.

Sibley, Lindsay & Curr, of Rochester, charge their departments definitely for windows on the same basis as counter space. They are careful not to allow any department to monopolize the best windows. The J. T. Lewis and Sons Dry Goods Company, of Denver, values its windows at \$50,000 a year.

These are sufficient to indicate the trend of window valuations for display purposes and direct selling.

COST OF WINDOW DISPLAY

Now to give an idea of the cost of window decoration, and the plan of organization of the window decorating department of the average department or specialty store, and following, suggestions to the manufacturer as to how he may best secure the co-operation of the merchant in granting window displays of his product.

The chief decorator of the average department store is a rare combination of advertiser, merchandise man and artist. His pay ranges from \$2,000 a year in the smaller stores and smaller cities to \$10,000 in the larger stores of the great cities.

When the work is of sufficient volume and complexity to require

it, the chief has an assistant whose duties are to carry out the detail of the chief's plans, and often to work at night, the chief's time being required in the daytime for consultation with buyers, advertising manager, general manager, supply people, etc.

This assistant is sometimes a man, sometimes a woman, and receives from \$1,000 to \$4,000 a year. Some chief decorators and some stores prefer a woman assistant, particularly if there is much display of women's apparel and accessories.

The men who actually "put in" the windows receive from \$10 a week to as high as \$50 a week, the latter being real artists in their line, and in addition, particularly adept in such feats as draping ten-dollar-a-yard fabrics and twenty-four-dollar-a-yard laces over a dummy to simulate a dress without injuring either fabric or lace.

One of the best department store decorating departments in the country employs a water-color artist who makes a "scenario" of every important window before it "goes in." He makes his color scheme and composition under the direction of the chief, and makes the entire layout as to color and composition for big events, such as openings and annual sales, covering both windows and inside-the-store decorations. In small stores the chief does this himself, or omits it altogether.

Fixtures are costly, but generally last quite a long time. Back-grounds and cases are often quite costly, the former requiring frequent changes to avoid monotony and to harmonize with color schemes and the nature of merchandise displayed.

Goods are sometimes faded or otherwise injured by being on display, and the amount of damage is, of course, chargeable to the window display account.

Every store, naturally, keeps a separate account of its window display cost. In a large store, employing quite a corps of decorators and doing very fine work, the total may reach some \$31,000 a year. This would be divided sub-

stantially as follows: Chief, \$5,000; assistant chief, \$2,500; artist, \$1,500; ten decorators, \$13,000; rental of space, used by the department for fixtures, office, etc., \$2,500; new fixtures and repairs, \$5,000; damage and breakage, \$1,000. These figures will cover most of the inside-the-store decorations; in fact, all but some very special event or some very costly improvement, addition of fixtures or renovation of windows or lighting system or costly mechanical or moving effect.

Supposing that the store has 15 windows, the cost of maintenance is therefore about \$2,000 per window per year.

In most stores some windows are worth more than others. Also some window decorations cost more than others to put in and to maintain.

If \$2,000 a year is the average cost per window it is safe to say that some windows cost only \$1,000 a year, or \$20 a week, and others may cost \$60 a week. This,

bear in mind, is only the *cost of maintenance*.

Every display-man knows that some of his windows always "pull" better than others. He also knows that some windows "pull" best with certain lines of goods. It is his duty to know which lines of goods "pull" best on which days of the week, and in what seasons.

Let us suppose that a store considers its windows worth \$50,000 a year from the advertising and trade-making standpoint. Obviously a window which costs the store \$2,000 a year to maintain is considered *worth* about \$3,500 a year. It costs from \$20 to \$60 a week to maintain, but is considered worth from \$35 to \$100 a week.

HOW THE MANUFACTURER GETS A DISPLAY

Now we come to the manufacturer's approach to the store on the subject of the display of his goods.

Just as a store advertises mer-

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

chandise daily in the newspapers at its own expense it gives window displays to merchandise at its own expense.

In some stores window-display costs are charged to general advertising or "overhead." In others a proportion is charged to "overhead" and the balance to the departments whose goods are displayed. In still others, the entire cost is charged at a rate per window per day to the departments for which they are used.

There are arguments for and against all of these three charging systems with a seeming preponderance of evidence in favor of the second method.

Several persons are interested in the matter of what shall be displayed in a store's windows, and how and when it shall be done, and for what length of time.

In some stores the windows are controlled by the general manager, in others by a member of the firm. In some stores the display-man is absolute, and in others the advertising manager is "it." In a few stores the advertising manager and display-man work together in harmony and control. In others, a trio of general manager, display-man and advertising manager control.

All of these men should be won, or as many of them as are directly interested, when a manufacturer seeks window displays.

The approach, should, however, properly be made through the buyer of the department interested. He is the one who should bring up the subject of display to the authority constituted to decide. In many instances he will arrange an interview with the man who finally decides.

To secure a window the manufacturer will pursue much the same tactics as in selling his goods. He must neglect nothing that will tend to bring out the attractiveness of his product from every viewpoint by which merchandise is judged by the buyer, the advertising man, and the general manager and display-man.

Following are suggestions that will help the manufacturer seeking window displays. They are based

on the actual experience of manufacturers who have succeeded.

One manufacturer who developed a great business with department and specialty stores, made window displays a very prominent part of the campaign. He "sets up" a variety of displays in his factory. These were passed upon by the sales and executive forces, photographed, and prepared and packed in units for shipment. He used "dummies" and display features other than his goods, which made his plan practical and lessened expenses.

The photographs were shown to the men interested, in the stores approached, and the units required shipped. The decorator had thus before him a working chart. The system was very successful.

In instances when a number of smaller stores were approached, a schedule of acceptances was made up, and at a given time the required number of units were shipped and a decorator was sent by the manufacturer to the town to "set up" the display. These displays were taken from store to store; shipped to the next town; used in the same way and destroyed when worn out.

The salesman in making arrangements used the window display as an inducement or reward in the larger store, and he made an order for goods a condition with the smaller stores.

WINDOWS THAT ARE PAID FOR

One manufacturer has been very successful in paying a rate fixed by himself for the use of windows. His representative, governed by certain fixed rules, reports what he believes to be the "circulation" and pulling power of a window, and if he fails to secure it without charge, makes an offer authorized by the home office.

One manufacturer who has used window displays very successfully for a long time allows \$25 a week for any window he considers especially worth while to him. He will pay nothing for others, but, nevertheless, has a record of having had his goods on display a total of 545 weeks in 185 stores during 1914. His expenditures at

99,697 Lines Ahead of Last Year

That is Collier's
increase for the
first 11 months
of 1915 over the
same period last
year.

5¢ a copy
Collier's
THE NATIONAL WEEKLY

A. C. Z. Hammesfahr.

Sales Manager of Advertising

"Thank you for the best magazine published and all the help it is to me."

From a Subscriber.

There are larger and more elaborate publications than *The Woman's Magazine* but probably none which has a quarter of a million more loyal subscribers.

Its policy, in the words of the editor, is "to be a time-saver, money-saver, pleasure-giver."

During the nineteen years of its existence *The Woman's Magazine* has always been directly to the point. Its many service departments actually serve, in concise, business-like manner. Its fashions are smart but always practical. Its fiction is clean and invigorating; its special articles by specialists.

The readers of *The Woman's Magazine* rely on its advice and act on the suggestions in its advertising columns.

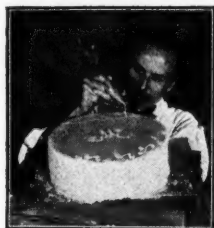


Photo by Paul Thompson

The \$20,000 Chef

Panchard, the \$20,000 chef of the Hotel McAlpin, tells in the Christmas Woman's Magazine how to make "The Glorified Cake."

Christy Mathewson

pitches into elaborate Christmases in "Christmas When I Was a Boy."

Telephone North Pole—123

This is the way hundreds of Wilmington children found Santa Claus and happiness.

Practical rather than sentimental, even in its Christmas issue, The Woman's Magazine is regarded by its readers as guide, philosopher and friend.

The Woman's Magazine

One of the three magazines known to advertising men as The Butterick Trio and bought as an advertising unit on a guaranteed circulation of 1,400,000. The other two members of The Trio are The Designer and The Delineator.



636 Broadway New York City

\$25 a week to the stores he paid totaled only \$1,925 for the year. His product sells at from \$2.50 to \$10. In 1915 he expects to spend \$5,000.

Another manufacturer gives a special discount to the stores that give him windows. He generally manages to get a liberal order for goods at the time the deal is made.

A sweater manufacturer tried for three years to get his goods in a certain store. Finally he offered his best price on an order for 20 dozen assorted. He gave one dozen assorted for a one-week's window display. That was two years ago. The total sales in that time were 325 dozens. Of course when the store saw the sweaters "going" they advertised them and pushed them by other methods.

There is this difference between securing windows and getting newspaper advertising. In the case of newspaper space it is an actual cash outlay subject to many and varied opinions, conditions and circumstances. Moreover, the advertising man is under pressure from every buyer for space, which is relatively of greater importance than the windows.

The windows, on the other hand, are there. They must be "dressed." They can be changed as often as desired; an experiment in a window need cost very little, while newspaper experiment is costly.

Some day, someone will write a book on the psychology of window display. When he does he is at liberty to use the following actual occurrence in a Western town of about 8,000 population.

A general store had in stock 100 waterproof raincoats. A pretty good sum for that town and that store—\$30 was spent in newspaper advertising. Four coats were sold. The gross profit was \$16.00. The merchant was \$14 plus "overhead" the loser.

Then he did some tall thinking. A rainy day came. He rigged up a device by which a raincoat was put on a hanger in such a manner that a steady stream of water about equal to the average rain played upon the outside of the garment.

The inside of the coat was visible, also, from the street. It was dry as punk. On a card was printed:

To one Raincoat, \$10.00	
and below it	
To Doctor.....	5.00
To Medicine.....	2.00
To lost time.....	10.00
	<hr/>
	\$17.00

Which?

*As you can see these Coats are absolutely waterproof
Price \$10.00*

He sold 90 coats in three days, while the rain lasted, at a gross profit of \$360; and the expense of fitting up the window was about three dollars. Also his store was the talk of the town for weeks.

Kresge Company to Open 25 More Stores

The S. S. Kresge Company, which operates five- and ten-cent stores in many cities, is to be taken over by a new corporation of the same name, whose common stock capitalization will be \$10,000,000, against \$6,000,000 for the present concern. The process will result in an exchange of 18 shares of new stock, whose par value is to be \$10 a share for each \$100 share now held. This will amount to a stock dividend of 80 per cent, and in addition common shareholders will have opportunity of subscribing at par for two new shares for each old share held.

President S. S. Kresge has sent a letter to shareholders asking that common stock be deposited with the Equitable Trust Company before December 15 for the exchange. The latter said that the \$1,000,000 capital to be obtained through the sale of stock would enable the company to open 25 stores next year. The concern now has 138 stores, from which it is estimated by Mr. Kresge that \$20,000,000 of merchandise will be sold in the current year.

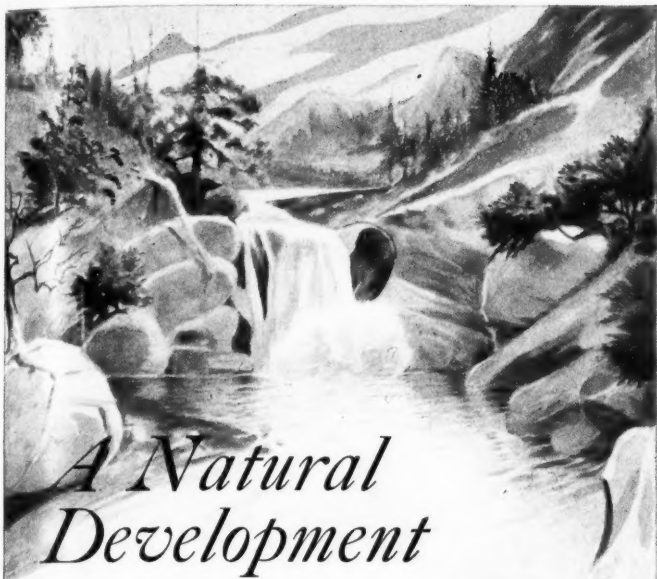
Why a Trade-mark Attorney Reads "Printers' Ink"

ANDREW B. REMICK.
ST. LOUIS, MO., November 6, 1915.
Editor of PRINTERS' INK:

As an attorney specializing in trade-mark law I find it not only advantageous, but practically necessary, to study advertising and distribution methods in order to intelligently advise clients in constructive trade-mark matters as well as in litigated cases.

PRINTERS' INK satisfies my need for such information so well and in such an interesting way that I am asking you to accept the enclosed \$5.00 check for the renewal of my subscription for three years.

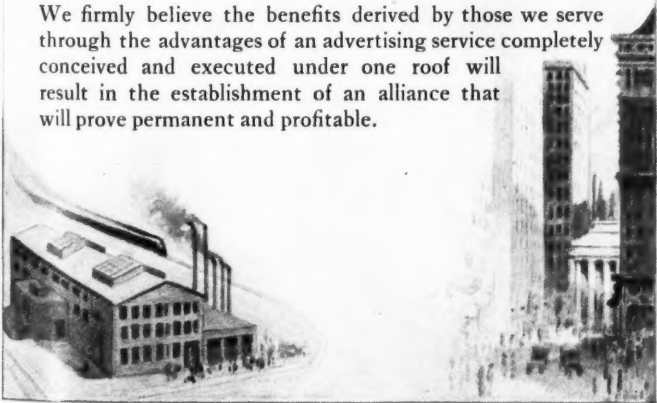
ANDREW B. REMICK.

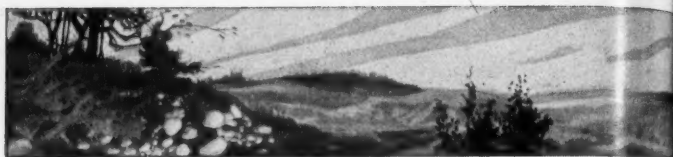


of our business, due to a wonderful growth during a period of over half a century, through applying a policy of *principle* in every undertaking, has compelled us to broaden our scope towards a more complete service and establish a

General Advertising Agency

We firmly believe the benefits derived by those we serve through the advantages of an advertising service completely conceived and executed under one roof will result in the establishment of an alliance that will prove permanent and profitable.





An Achievement Attained to One Standard—

FIFTY-ONE years ago opportunity wafted her way into a small, obscure print shop and beckoned to the young printer temporarily in charge. Even though treading on the very heels of the Grim Reaper, her call was seen and heeded. The fire of desire for success blazed in the bosom of the man with an all-consuming fierceness, urging him to dare and do. This determination was more strongly fortified when he elected to erect his structure on a single standard foundation—that of *PRINCIPLE*.

And so was founded the print shop of W. H. Woodward.

From a modest beginning, at the very outset he held steadfastly to this one policy. Success could not be denied her birthright. The business grew—more equipment was added—more men needed, and then larger quarters. Customer confidence became a valued asset and served to establish a relationship of faith never before enjoyed by printer and customer.





Adhering Through Adhering Principle

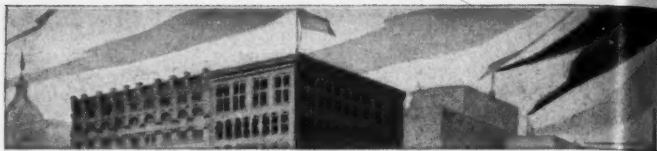
Thus an advanced idea was launched which previously had existed only in theory.

The business backed by such ideals could not help but grow—and it did grow beyond the fondest hopes of the founder. Improved machinery, modern processes for engraving, lithographing, binding and producing the highest quality product, were installed. Every detail was kept under the rigid scrutiny of one organization, nothing entrusted to outsiders. Then came a more advanced step with the establishment of the

Creative Department

Starting in a small way, with just one man and a stenographer, applying the same methods as the parent organization, this department grew with the speed of the mushroom and the strength of the oak. It gave service in large and small things equally well. Those it served were so impressed with the thoroughness of service given in the way of direct Advertising Folder Campaigns and Selling Helps that almost with one accord they proffered their entire advertising to us. Preparations were immediately made to meet this demand, and complete campaigns were made and carried out. Again success rewarded the application of the original idea—**PRINCIPLE.**





And Now, Fully Qualified as a
*General Advertising
Agency*

we offer you the advantages of our natural development towards the broadening out of your selling and advertising problems in their entirety in a way that is more liberal in its scope than ever previously attempted. Your proposition is unified.

COPY, plans, art work, and every essential for a successful advertising campaign are done by one organization, under one roof, with the application of *principle* in all things is pre-eminent.

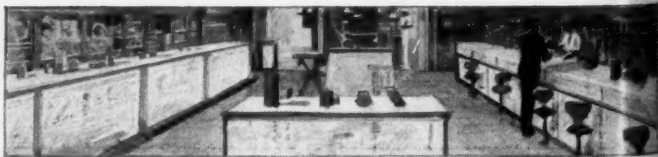
You are sincerely solicited to entrust your problem to us in its entirety.

Your copy will be written by men who will analyse your

goods and produce earnest, sensible appeals which have the ring of truth and the force of conviction. Your selling plan will be conceived along logical, conservative lines, without frills or fancies, and prove to be exactly fitted to your needs.

A request from you relative to our proposition as applied to your business will be courteously and interestedly received.

The Advertising Agency of
Woodward & Tiernan Printing Co.
Saint Louis, U. S. A.



a

al
of
y
er
d.

t,
he
of
an
al,
lls
be

to
ur
nd

O.

A

I

Ap
ge
Ge
in
Cl
em
di
or
va
me

th
Ne
Br
ed
pe
bal
can
in
me

Am
rea
nev
for

7
pla
wa
adv
soc
fide
spe
con
hel
big

N
to
Kir
ufa
ing
hap

N
tion
the
fou
spe
atte
the

T
mor
mea
tion
tisi

T

Advertising Typography and Advertising Solicitation

Sphinx Club Listens to Two Interesting Speeches

INGALLS KIMBALL, president of the Cheltenham Advertising Agency, gave some helpful suggestions on "The Money Value of Good Typography in Advertising" in his address before the Sphinx Club, New York, last week. He emphasized that good typography did not necessarily mean pretty or pleasing typography, that the value of the typography should be measured by its effectiveness.

To illustrate, he mentioned Arthur Brisbane's editorials in the New York *Evening Journal*. Mr. Brisbane had been writing those editorials for some time before the people discovered them, Mr. Kimball remarked. The discovery came when the editorials were set in Clarendon type, double-column measure.

"By that style of typography the American people were induced to read essays, something they had never done on such a scale before," Mr. Kimball said.

The part good typography had played in the growth of *Vogue* was also referred to. Before the advent of Condé Nast and his associates, *Vogue* was almost confidential in nature, according to the speaker. Later good typography, combined with other features, helped the publication to make the big strides of progress.

Most advertisers are not willing to pay for good typography, Mr. Kimball declared. Too many manufacturers believe that good printing and good advertising just happen.

Mr. Kimball called special attention to the fact that almost all the successful magazines had found it worth while to employ special men with great ability to attend particularly to the layout of their work.

They spend large sums of money for illustration. By these means they secure great circulations which cause very high advertising rates.

The advertiser, on the other

hand, objects to spending for illustration and typography an amount of money in any degree commensurate to the task he has undertaken, of competing in attention value with the reading matter pages of the publications.

Mr. Kimball pointed out that good typography, while it involved the expenditure of a good deal of money in professional advice, did not mean large mechanical expenditure. That, as a matter of fact, in the making of booklets and catalogues a much more effective job could be produced for the same, and sometimes even smaller appropriation, by spending a large proportion of the appropriation for professional work and a good deal less for the mechanical execution.

Mr. Kimball said that really good layout men were very hard to find and increasingly valuable.

He hoped that more and more advertisers would see the wisdom of employing layout men at good pay, so that the supply of professional service in this direction might be increased, for thus the whole standard of typography in advertising would be raised.

HINTS TO THE LAYOUT MAN

He advised advertisers to lay out their copy with white as a basis instead of black. He said that the man who depended on black for contrast might be disappointed when he found the tone of the type page was gray. He illustrated the attention value of white space to the left of the type matter in an advertisement, and declared that he had used that arrangement time after time with success.

Another speaker at the Sphinx Club dinner was Nat Olds, sales manager of Julius Kayser & Company, gloves, New York. He believed more laboratory work is needed in the advertising and marketing of merchandise. Although Mr. Olds had as a subject "Adver-

tising Solicitors I Have Met," he digressed from that theme long enough to show the need of research work on the part of the advertisers whom the solicitors interview.

THE STEAM-ROLLER AND THE ANALYST

"This is the critical hour for the advertising solicitor," he said. "There are two methods of solicitation that are sharply differentiated in my experience as a buyer of advertising space, and each reflects the policy of the medium behind it. One comes to the advertiser and quotes mass and volume of circulation. This is the steam-roller type, and I have met him often. The other comes with a series of facts so analyzed that the advertiser can see where the solicitor's proposition marches in step with his needs; and this done, it is up to the advertiser to draw his own conclusions and act accordingly.

"Here is a solicitation that I shall long remember. I met a representative of a well-known periodical by chance one night after the theater and we fell to talking advertising. I asked him why he didn't drop in to see us and he replied: 'Why should I? Our propositions are not gaited the same, so what's the use of wasting each other's time?' When I came to I feebly begged him to proceed, and he explained that he recognized that we manufactured a product which was sold in greater volume in the larger cities, while his periodical circulated in the smaller places.

"How do you know where our product has its distribution?" I demanded, and this solicitor told me that he had made an investigation of our business as a possible prospect for him, and then he gave me, within a few units of the exact figures, the percentage of our big-town distribution in comparison with our small-town. He had deduced it from the results of his investigation, and this shows the thoroughness of his research work. This is one solicitor I have met, and I cannot help thinking of the effect his state-

ment had upon me. He was talking my language, for he knew his facts. He was in a position to give service.

"This brings me to the big thought that, I believe, lies back of all successful sales effort. We all know well that the Klondike days of advertising are over. It is getting to be more and more a plain problem of two plus two equals four. In other words, advertising has ceased to be a gamble and is being reduced to laws, like electricity and engineering. There are quiet, earnest men doing laboratory work in advertising, as Edison does in electricity, and they are the ones who will carry off the prizes. This has been always the history of progress, and the laboratory idea is an indication of how things are moving. I believe that every advertising medium, every agency and every advertiser should have an advertising laboratory as part of the plant. The big, progressive manufacturing concerns have established their research departments, where they test new ideas and study fabrics and metals and try out new combinations. That is how Steinmetz, up in Schenectady, earns his big pay, and the General Electric Company considers Steinmetz as an asset. If a research laboratory in manufacturing is an asset, why not in advertising? One big reason for the failure of many advertising campaigns is to be found in the fact that they were begun too soon, were set going before all the facts were collected, analyzed and reduced to conclusions. An advertising laboratory devoted to research work on marketing would never permit such a thing to happen. Some day they have got to be part of big business organization.

"So, it would seem to me that an advertising solicitor could do very well to look into this laboratory idea and see what fruit it offers for him in competition with other advertising solicitors who may not see anything in it or think well of it. I know an advertising man who knows so much about tea that the big men in the business literally welcome him into

their offices. He speaks their language and can tell them something about their business—and how a big business executive will hang over a live man who can do that. That's another solicitor I have met, and I cite him only as an example of preparedness, and not because he happens to be versed in the mysteries of tea. But it happens that he knows several subjects in just the same quiet, thorough way, and can talk informally and, above all, intelligently with the men who spend their days and nights planning how to make a profit out of the very line of business he has taken trouble to make a country-wide survey of.

SHORT-SIGHTED ADVERTISERS OFTEN TO BLAME

"Summing up the solicitation of advertising as I see it, I have nothing but praise and admiration for the personnel of the men whose task it is to tell us about their mediums. They are intelligent, shrewd and likable. The point I want to make, and hope I have made myself clear in explaining to you, is that sometimes their time is wasted and their efforts are vain, for the reason that they have not analyzed, studied and tested their market in relation to the market of the advertiser they want to reach. Yet the advertisers themselves are sometimes responsible for the lack of full information which is their due.

"By this I mean that they do not ask for advertising facts and figures as they do from their architects and builders. The selling and advertising are looked upon as matters of opinion, to be discussed at lunch or at some odd indefinite period later on.

"A manufacturer I know of spent literally weeks in consulting with his architects and builders before even the foundations to his factory were dug, and he traveled to distant cities to look at the plants erected by other concerns. When he got his facts right to meet his needs he built a magnificent factory. This same manufacturer is so close a buyer of raw material that the millmen call him the Human Cancellation. Yet

when it came to considering the vital question of marketing the product that this magnificent factory put out here is what happened: Two agencies were in the field for the business and the manufacturer met their representatives one afternoon at 4:30 to make his decision. It was a question of spending \$75,000, and when the rivals appeared the owner of the model factory pulled out his watch and said:

"Now, you fellows be quick about this. I've got a date to look over a salesman at 5:30, and I can give you 20 minutes each."

ADVERTISING IS SELLING

"Another manufacturer who was seeking counsel was asked in what cities he sold the largest percentage of his output and what was his profit on the most popular line. He replied: 'Nobody outside of my partners has ever asked questions like that of me before. It's none of your business and you should worry about it. You ain't hired to ask questions.'

"These two incidents are extreme and, fortunately, I am sure, rare. But they illustrate the attitude of some business men toward the selling and buying of advertising service. It is a wrong one and a fatal one, and its reflex action is harmful. The best solicitation breaks down against it, and when somebody does break through, the result is generally the most disastrous. Agencies get blamed for losing accounts, when the truth is that the accounts lose the agency.

"It is hard to understand such a point of view as I have described when one stops to think of the stake involved. It may be that business men do not realize that advertising at the last analysis is selling, and selling is finding and winning and keeping a market. It is more than pictures, space bills, adroit representatives, lithos and the outward and visible forms of activity. It's a painstaking, laborious and thorough study of the whereabouts, the wants, the preferences and the crotchets of the moving human millions who make up the great American market."

"Pin Money Pickles" to Be Advertised

A national advertising campaign for "Pin Money Pickles," made in Richmond, Va., will begin this month. The account has been placed with the Cecil Advertising Company of Richmond.



Not on the Menu
Merely as "Pickles"

The famous hotels, the select cafes, and the de luxe restaurants of America know full well that their discerning patrons will be satisfied with nothing less than

Pin Money Pickles

"Perfect for every day use among discerning housewives"

They ask them because, being familiar through past delicias with the unimpaired flavor of these famous table delicacies. Those who have never experienced the deliciousness of Pin Money Pickles have a rare surprise in store.

Let your family taste Pin Money Pickles. Write us today enclosing ten cents in postage and we will send you a beautiful size bottle of mixed Pin Money Pickles.

MRS. E. G. KIDD, Inc.
Richmond, Va.

You can find Pin Money Pickles for sale at all grocery stores in your neighborhood. Write for free literature. 10¢ per bottle. 10¢ per dozen. 10¢ per dozen. 10¢ per dozen. 10¢ per dozen.

Printed by the Portland Herald of Food Cures.

Put in for the following advertising agencies: Glenside, Mass., Bur-Glen, Glenside, Queens, Maryland, Walnut, Melrose, Peach, Peas, Chow-Chow, Mangos, Cucumbers, Buns, Peppers.

To Boston: Write for price list and latest prices.

These pickles have been put up for 35 years and already have a wide distribution. Samples will be sent for ten cents and a strong dealer campaign launched.

Quarter Million to Advertise Milk

A nation-wide advertising campaign was decided upon by the National Dairy Council at a meeting in Chicago recently. The council intends to raise \$250,000 for this work, the purpose being to urge the public to use more milk, and thus keep down the cost of living. Dr. Henry B. Favill, the newly elected president of the council, said that statistics show that the per capita consumption of milk per year is only \$5.92 on an eight-cent-per-quart basis, compared with a \$32 liquor consumption. The work of gathering facts and figures upon which to base an energetic campaign has been turned over to a committee, and it is hoped by adequate publicity the per capita consumption of milk will be materially increased.

R. T. Gray with Haynes Automobile Company

R. T. Gray has been appointed advertising manager of the Haynes Automobile Company, Kokomo, Ind., succeeding H. A. Minturn, who has resigned.

City Council Forbids Public Cigarette Smoking

The city council of Columbia, Mo., has passed an ordinance making the smoking of cigarettes in public places a misdemeanor. This action was taken just one week after the council had passed a law raising the city license on all dealers who handle cigarettes or cigarette papers from \$10 to \$250 a year. The passage of the high-license ordinance raised such a storm among dealers that the council retaliated with the prohibition of cigarette smoking altogether.

The passage of this ordinance if permitted to stand will have far-reaching effects on the sale of cigarettes in Missouri, for it is stated that more are sold in Columbia than in any other city in the State outside of St. Louis and Kansas City. This is due to the student population of Columbia, which makes up about one-fifth of the city's population.

The most interesting argument brought before the council in favor of the abolition of cigarettes was the aggressive advertising of cigarettes in this city. One of the large companies holds a raffle each year in which a motorcycle is given away to the student holding the most coupons and thousands of sample packages are given away annually. One councilman said that it was impossible to enter a drug store, restaurant, or tobacco store without stumbling over some "wicked contrivance" that advertised the sale of cigarettes.

The dealers in cigarettes are discussing the advisability of employing special counsel to investigate the legality of the city council's action. Missouri has a State law making the sale of cigarettes to boys under the age of 18 a misdemeanor. About one-twentieth of the student population of Columbia is under the cigarette age, but the law never has been observed. The city attorney of Columbia holds that a general State law pertaining to "public health" gives the council power to abolish cigarettes.

Gift to Women Attending Demonstration

For the purpose of attracting women to demonstrations of Jewel Coal and Gas Ranges, a selling plan is used which permits the local hardware merchant to advertise to give away free a glass measuring cup to every woman who visits the demonstration and a five-dollar set of aluminum cooking utensils free with every Jewel combination range sold during the demonstration.

Free Book Offered for Six Cents

The American Ring Company, Waterbury, Conn., is advertising "Klever Kraft," a new silver tableware, featuring an introductory offer of a 50-cent silver mustard jar for 35 cents. For six cents an illustrated Klever Kraft book will be sent free.

Bacon Rind

is a good substitute for ironing wax. Old sheets make good pillow cases. Bait a bath sponge with sugar as a trap for ants. Fix a soiled ceiling with shoe-whitener. Rubber finger stalls prevent stains in canning berries. Sharpen a sewing machine needle by sewing through sandpaper. Turn the rug upside down when you have a sempstress in—much easier to sweep up after her.

The editor of our "Household Short Cuts" department paid readers \$1 each for these ideas, as also for ways to utilize soap ends, lengthen skirts, rejuvenate Christmas cards, clean glass oven doors, keep baby from wriggling his covers off, coax stubborn corks, make brooms last—and as for *salt*, a bookful of tricks can be done with it!

This department, one of the most popular we have, is a monument to woman's exhaustless ingenuity.

Sarah Field Splint Editor

Today's Magazine

[This is the fifteenth advertisement about TODAY's editorial policy

What gives value to advertising?

Stop and think a moment. Is it circulation? Not exactly.

Is it copy? Not exactly.

Is it the fame of the house that advertises or the quality of the goods advertised? Not always.

It must invariably be a combination of all these.

For example, you can have a large circulation, but if a great proportion of it reaches readers who earn little more than a bare livelihood, you can sell only a small amount in proportion to the expense of advertising.

If it is circulation that reaches well-to-do people, but only a small number of them, then their ability to purchase is counteracted by the fewness of their numbers.

If it is in a newspaper where your advertising is not properly placed because there is not enough contents matter to counterbalance the advertising, the advertising loses value, no matter how great the extent of the circulation.

If your goods are right but the copy is poor, what can you expect?

If the copy is right and the goods won't bear the test of purchase and use, repeat orders do not come,

The Answer

If you have the right goods and the right copy, we will place your advertisement before 65,000 families, **every one of whom** can buy your goods. This will be in the PUBLIC LEDGER.

In the EVENING LEDGER we will place your advertisement before more than 100,000 families—a great majority of whom can buy practically anything advertised; and all of whom, by their very selection of the EVENING LEDGER as their newspaper, prove that they are of a better-than-average earning class.

Neither the Morning nor the Evening Ledger appeals to lowered tastes.

The advertisement columns are kept clean; so are the editorial and news columns.

The advertisements will have enough reading matter distributed among them to make them more readable than they usually are in papers issued with an eye to the cost of white paper.

The PUBLIC LEDGER — EVENING LEDGER is sparing no expense to establish a high standard of publishing. This all helps the advertiser to get results.

No advertiser or advertising agent can reasonably overlook the PUBLIC LEDGER - EVENING LEDGER, with 165,000 combined circulation at 25c anagate line.

Public Ledger — Evening Ledger

INDEPENDENCE SQUARE
PHILADELPHIA



Witt K. Cochrane

Witt K. Cochrane, president of the Witt K. Cochrane Advertising Agency, contributes this week's business editorials in the Chicago Herald.

Mr. Cochrane is known to merchandisers as the hero of many unique promotion campaigns which have standardized difficult products in remarkably short periods. The selling plan he worked out with the President of the Kewanee Boiler Company is as famous for its spectacular nature as its surprising success. He has also collaborated with the Woods Electric Company, the Scully Steel and Iron Company, and B. Kuppenheimer & Co. in original selling campaigns of marked success. Reading his articles you will meet an important personality of daring constructive skill.

Bigger Better Business

Read these articles daily in the Chicago Herald. They will cover every important subject of interest to manufacturer and business man and will be written by the world's greatest business builders. No sales manager, manufacturer or traveling man should fail to read all of them, and the merchant will find in them much to learn.

Daily on The Chicago Herald's Editorial Page

(The daily circulation of the Chicago Herald, over 200,000, is greater than the combined circulations of all the morning papers in Detroit, Cleveland, Pittsburgh and other cities of similar size.)

Lifting Dealer Helps Out of the Rut

Third of a Series of Articles Reviewing the Material Which Advertisers Are Furnishing Dealers This Fall

ONE thing is sure—it is high time advertisers awake to the changing conditions in the dealer field and start furnishing dealers with material that strikes a new note. Dealers complain of too many moth-eaten ideas, too much sameness, too much deadly monotony. They have complained of this in former years to PRINTERS' INK staff men, but this year more than ever. A dealer in South Chicago for instance, frankly told why he didn't use dealer helps:

"No, I don't use any of that junk in this store," said this clothier with South Chicago directness, "why should I?"

"Why should you advertise at all?"

"You're sick. There is advertising and advertising. My kind of advertising is something that advertises my store, not some other fellow's line. This morning I got a letter from a firm I do business with in New York who wanted me to go 50-50 on some posters all plastered over with their name. I guess the wise boy that wrote it didn't know that I can get a poster that has his beat all hollow—same poster as The Hub is using in Chicago only with my name on it instead of the Hub's for less than what he wanted to charge me, and it was designed by a man who knew retailing, not by some smart-aleck advertising manager."

The dealer afterwards brought out a circular received from a firm that had arranged with several leading clothing stores in the large cities to allow them to syndicate the advertising materials that they got out. Some of this material was unusually attractive, much more so than the average material sent out by a manufacturer, and it appealed to the dealer because it was designed by a man the dealer knew had made a success of that particular store. One poster, for example,

was captioned "Browns Have the Call for Fall" and showed striking figures in various brown suits. A space was provided for imprinting the name of the store. Otherwise it was the identical poster that had sold thousands of suits for Henry C. Lytton & Sons in Chicago and the dealer eagerly bought it. Yet manufacturers came to him and urged him to buy their materials, charging him quite as much as he could get the other for, and then making matters worse by telling Mr. Dealer how his interests were their interests and how they were dividing their advertising appropriation with him out of the goodness of their hearts.

Boiled down to first principles, this incident suggests that advertisers can well afford to give their dealer material more thought. During the last few years these syndicate concerns have sprung up and are furnishing very desirable advertising material at reasonable prices. It is no longer a case of the dealer not being able to get anything better, but a case of the advertiser having to furnish him something *better* than he can buy elsewhere. The dealer is nobody's fool, and there has to be a good substantial reason for his using advertising material.

MEETING SYNDICATE COMPETITION

Already manufacturers are shaping their next year's campaign accordingly, just as some of the leaders did this year. The method of the Joseph & Feiss Company, maker of Clothcraft, has already being described at length in PRINTERS' INK. This advertiser has largely overcome the condition by strategy in writing its consumer advertising, so that the dealer who uses Clothcraft store material is virtually advertising his store pure and simple. The dealer appears to have written the copy, and the ads are signed the

"Clothcraft Store in Your Town." Clothcraft dealers feel that every copy of a magazine carrying a Clothcraft ad that comes into their town is their ad, and are willing to tie up to it.

The H. Black Company, maker of Wooltex clothing for women, is doing everything in its power to make the material furnished dealers more helpful. "Anything that we can do to make our helps more helpful we regard as a distinct step forward," writes the Wooltex advertising department. No expense is spared to carry out



DEALERS GLADLY PAY \$3.00 FOR THIS BRONZE FRAME, WHICH IS GROOVED TO ADMIT DISPLAY CARDS FURNISHED BY THE MANUFACTURER FROM TIME TO TIME

this idea, and to provide material that is far and away better than any other advertising the dealer can secure for his store. A good example of this policy is the bronze window frame the company is furnishing this fall, with spaces for interchangeable panels. This frame is 23 x 33 inches in size, and the advertising department gets out new panels for it from time to time. "We find," writes Mr. Newman, "that these frames are enthusiastically received and usually given a prominent place in the dealer's window."

The strong point about this plan is that it assures advertising material of a longer life, and preferred position. While the idea is not new—in fact mention was made of the Beech-Nut Packing Company's use of this idea in last year's review—still the thought of furnishing a handsome ornamental frame that adds to the store's appearance is worthy of noting. It is somewhat akin to the Roman Gold window pedestals or fixtures which the Thomas G. Plant Company, maker of Queen Quality shoes, is furnishing the dealers this fall. These manufacturers feel the quality of the product is reflected in the quality of the dealer material and produced material to suit. In doing so they have gone far to lift dealer helps out of the rut.

MAKE IT DURABLE

Still another advantage in fixtures of this type is their long working-life. This is hard for some advertisers to realize, who do not see their material after it leaves their store-room. But one only has to get out among the dealers to appreciate the importance of more durability in dealer material, especially lithographed materials. A side trip made by a PRINTERS' INK staff man to an outlying business section brought to light hundreds of store hangers, window pasters, cut-outs, dummy cartons, shelf strips, and various other material that was a positive liability to the advertiser. Seemingly too many of the dealers were too lazy to take the advertising matter down. Evidently some salesman put it up, and there it will stay until the store is sold out or closed by the sheriff.

While the dealer, of course, is largely responsible for such conditions, it would be well if more concerns followed the lead of Swift & Company and issued instructions to salesmen that when they come upon any dirty advertising matter to take it down. A still better plan would be to do as Valentine & Company, makers of Valspar, are doing this fall and furnish store hangers that are

"The best man at getting war pictures—and getting them through" is now at work in the Balkans getting pictures and getting them through for Leslie's readers—exclusively. Donald Thompson will be even more successful for Leslie's than for the New York *World* and the Chicago *Tribune*, because of his present credentials, coupled with his previous experience with the British, French, Belgian, German, Austrian, Russian, Serbian, Bulgarian and Turkish armies.

James H. Hare, the dean of the war photographers, now in Serbia; Fritz Arno Wagner, now in the German army; Paul Proctor, in Paris; with two representatives (whose names may not be published) in the French army, with exclusive arrangements with the London *Graphic* staff; with the added service of every other photographic service securing war photographs, Leslie's is best equipped of any publication in America to give its readers news and photographs of the war.

Leslie's "covers" not only the war, but the world. If it's news, you'll find it in Leslie's. That's one of the reasons Leslie's has the largest circulation of any ten-cent weekly in America.



DONALD C. THOMPSON,
MOST SUCCESSFUL OF
WAR PHOTOGRAPHERS

A National Paper Service

We have often been asked in what way we differ from ordinary paper houses. We are exclusive manufacturers' agents for the largest plants in the United States.

We sell direct to the consumer a wide and varied line of paper. We are the *only* concern in a position to render our customers personal on-the-ground service regardless of where they might be located or what they want to buy in the paper line.

Birmingham and Seaman representatives are picked men. They hold their position because they are able to save money for our customers and in that way get the business. Their help and suggestions have helped pay many a printing bill—why not use them, too?

Send us your printing specifications and we will gladly and promptly submit dummies and suggestions without obligation to you.

BERMINGHAM & SEAMAN CO.

***Radium Folding Enamel—Crystal Enamel—
Samson Offset — Elite Enamel — Opacity—
Advance Bond and many other popular brands***

Tribune Building, Chicago

St. Louis

Minneapolis

New York City

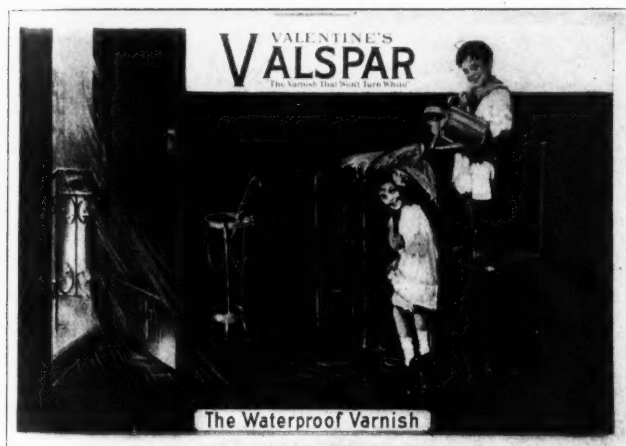
Milwaukee

Detroit

curl and dirt proof. These hangers are treated by a glazing process which the manufacturers claim adds to their brilliancy, and gives the colors longer life, as well as making it possible to wipe them off with a damp cloth. The tendency of the hanger to curl is overcome by concaving it, so that the printed surface is slightly rounded. Taken together, this Valspar hanger makes a striking appearance in the dealer's store, and is very much above the ordinary from the standpoint of

seasonable nature are sent out to all dealers who will subscribe for the service.

To demonstrate how this plan is worked let us go into the store of a small New Jersey jeweler. We notice as we enter, a hanger, suspended from a special arm-bracket, calling attention to the use of Ingersoll watches for playing golf. The suggestion is quite obvious, why run the risk of ruining a \$50 watch, when the watch that made the dollar famous does quite as well. Toward summer we



THIS VALSPAR CARD DOES NOT CURL, CAN BE SPONGED OFF TO REMOVE ALL DIRT AND RETAINS ITS BRILLIANCY

durability. There are a number of these dirt-proofing processes on the market, and it is to be hoped that next year will see more of this kind of material.

Still another way of making next year's material more effective than usual is suggested in the "service" which Robert Ingersoll & Brother are offering dealers. This service is based on the value of suggestion in selling, and the knowledge that few dealers will refuse to use a piece of advertising matter that looks as though it might make two sales grow where only one grew before. From time to time store cards, hangers and window trims of a

will find a hanger urging yachtsmen to carry an Ingersoll. Why risk losing your "best" watch overboard? Later on there will be a hanger for the hunter, and so on. No matter what season you come to the store, you will find a suggestion dangling from the Ingersoll bracket, and it will not be at all strange if one of them "hooks" you before the year has rolled around.

There seems to be no reason why other advertisers could not adapt this principle of making dealer material seasonable with equal success. There can be no doubt that it enhances the value of the advertising in the eyes of

the dealer, giving it selling value that appeals to his commercial instincts. These are generally more finely developed than his artistic senses, which many advertisers persist in appealing to.

There are many cases this fall where advertisers have lifted the quality of their material to a point which assured it being used by means of striking art work, as, for example, the art posters furnished by Pratt & Lambert, but as a rule the dealer will respond more readily to an appeal for co-operation if he can see money coming in by doing so.

MOTION DISPLAYS STILL LEAD

One striking illustration of the advantages of spending a good part of the appropriation on quality material for dealers comes to light in a letter from the advertising manager of the Owl Drug Company, operating a chain of stores on the Pacific Coast. "Among the most profitable helps sent us this year," reads this letter, "is the Kolynos mechanical display, showing the dental cream coming from a number of tubes onto tooth brushes. This display has received not less than a week's showing in the main windows of each of our 21 stores. These windows are situated on the main streets of each of the eight cities in which we operate. We estimate their worth at from \$10 to \$50 per day, so you see it has paid this company very well to get up something out of the ordinary, for the window space we gave one display alone would amount to about \$1,260."

In planning a motion display that is above the ordinary, however, advertisers should strive to make it fit into the merchant's ideas of store advertising, rather than to get out something that appeals to the advertiser himself as being "clever" or "classy." In this connection the Owl Drug Company has this suggestion to make: "The most helpful type of display is the moving feature that attracts attention, and yet is so designed as to allow the window trimmer to build a general window around it. For example, the

out a very handsome display showing a man, life size, shaving before a mirror in a white tiled bathroom. Our window man built this into one of the most effective shaving-supplies windows we have ever shown. It is needless to say that this display got a good showing in all Owl Drug stores."

Continuing Mr. Adams writes: "If manufacturers would spend more money on display features, and put out less and put it out better, they would obtain just as much co-operation from the little fellow as at present, and they would get a great deal more valuable space in the best stores in the biggest cities."

This suggestion of Mr. Adams that more money be spent on dealer helps at once brings up the question of how much of the appropriation shall be spent through the dealer. Several advertisers were questioned on that point, but the amounts varied so greatly with the nature of the product, the caliber of the dealer, and the practice of the trade that no safe deductions could be made. Joseph Schaffner, secretary of Hart, Schaffner & Marx, who are generally conceded to be trail-blazers in matters relating to dealer co-operation put it this way: "My theory is that a nationally advertised product is half sold when it gets to the dealer. One-half is the good will the manufacturer creates and the other half must be supplied by the dealer himself. In order to get the dealer to supply this necessary other half, we are willing to go to great lengths in helping him."

So then it would seem that the vital need next year will be for material that strikes a new note and gets out of the rut, this to be backed up with strong educational material to the dealer getting right down to brass tacks and first principles. The advertiser who will follow this tack will be the one who will get the most co-operation at the smallest per dealer cost. After all, the real test of dealer co-operation success is not how many dealer helps you send out, but how many will be *profitably and intelligently* used.

The American Magazine is producing greater results for advertisers now than ever in its history.

—perhaps it is the steady increase in circulation.

—perhaps it is the greater attention-value of the larger page and the next-to-leading-matter position.

—perhaps it is because The American Magazine holds the faith and respect of so many substantial families.

Ascribe it to what you will, advertisers' records establish the fact.

ELECTRICS

"From 12th on our list in the old size, The American has now risen to 3rd."

TIRE & EQUIPMENT

"We spent \$112.00 in two issues—received over \$700.00 in cash returns."

MEN'S WEAR

"American second of the three best. Inquiries from all three costing about the same—\$1.00."

LIFE INSURANCE

"In cost per order, The American stands first in the general field."

JEWELRY

"From one issue we received 167 inquiries—111 of which developed into orders."

TOILET ARTICLES

"But one advertisement appeared, yet it produced 757 keyed replies . . . which indicates to us you are pretty close to your readers."

PUBLISHERS

"The American stands second in our list of fourteen."

The American Magazine

LEE W. MAXWELL, Advertising Manager
381 Fourth Avenue, New York

JAMES D. FULTON, Western Advertising Manager
Tribune Building, Chicago



The Measure of the Man

Mr. H. T. DUNN

Director and Vice-President of the
WILLYS-OVERLAND COMPANY



Mr. C. A. BROWNELL

Advertising Manager of the
FORD AUTOMOBILE COMPANY



Mr. LEE ANDERSON

Sales and Advertising Manager of the
HUPP MOTOR CAR CO.

"Small-Town Talk About Big-Town Men"

Who'd ever have thought that Harry Dunn, newly elected Vice-President of the Willys-Overland Company, was once a bicycle salesman? Did you ever see Mr. Brownell, of the Ford forces, in a pair of wings? Do you know how many new record-hurdles Lee Anderson jumps per month? We want to tell you the human, unconventional side of some of the really big men who are making current automobile history.

"Small Town Talk about Big Town Men" is a department in "The Ethridge Automobile News," just issued by the Ethridge Company, to exploit its unusual facilities for creating automobile advertising illustrations.

Little "personals," written in the unsophisticated spirit of that small-town home newspaper you once read with such feverish interest, are a feature of this one of twenty different departments.

THE ETHRIDGE AUTO- MOBILE NEWS

Pocket-tucking size—just handy for a glance-over after dinner, or between-smokes at the club. It is frankly three-fourths good-humor, with a pinch of advice here and there, a dash of common-sense professional talk and some purely personal exploitation of the largest specialized art department in the world.

THE LITTLE PAPER IS PUBLISHED
FOR YOU—SEND FOR A COPY—
ISSUED MONTHLY—AND FREE.

The Ethridge Association of Artists

New York Studios . . . 25 East 26th Street
Chicago Studios . . . Consumers Building

A President's Straight Talk to Advertising Managers

An Executive Who Was Graduated from the Advertising Department Explains His Viewpoint to Detroit Adcraft Club

By Harry Ford

President and General Manager of the Saxon Motor Company, Detroit, Mich.

A FEW years ago I used to think that I had it in me to write the great American satirical essay on the subject of "Some Bosses I Have Known." More recently I have thought that I could write that same essay on "Some Advertising Men I Have Known." And I would, no doubt, have a great deal of myself in both of them, if I ever wrote them.

There is, or should be, a very intimate relationship, I think, between the head of the business and the advertising manager of that business. It should be a confidential relationship. There should be confidence on both sides, full confidence. The advertising manager has a right to expect certain things of the head of the business, and the head of the business has the right to expect certain things of the advertising manager. I mean certain aside from just efficiency on the job and just the sort of things that enable us to draw our salaries.

INTERPRETATION OF "THE HOUSE"

First of all, the advertising man's job is to express an institution to the public—to express its goods; its spirit; its ideals. The greatest part of any institution is its spirit and its ideals, say what you will about its goods; and it is the ability to make the "great mass," as Mr. Walton says, understand that spirit, that ideal that the institution exists to fulfil, which is the great task of the advertising man.

Now, what is an institution, and where will you find it? Of course, we all know that Mr. Emerson said that it was the lengthened shadow of a man. And when you look for that man, perhaps you find the head of the house, and

when you have found the head of the house, you have also found the heart of the house. In other words, you find in that person the complete summing up, the epitome of that business. And, in my opinion, it is the business of the advertising manager to understand that person, and to let that person stand in his mind for the business, and if he can understand it, the business can become more real to him than it ever would if he just looked at it as so much brick and stone, and so much machinery turning out so many machines, or packages of breakfast food, in a day; so much capital invested, and so on.

In other words, a business, after all—say what you will about soulless corporations, is a living thing; it has personality, and it is the business of the advertising man to find it, and make it known to the public.

Therefore, the advertising man ought to know the head of the house; he ought to understand him. Have you ever stopped to think that the greatest selling points about an article are the thoughts which the man who started the business had in his mind, which prompted him to start the business? That statement takes us down to the very fundamental thing in business. We have all come to realize it in the last few years, the idea of service, that business exists to render a definite, important service to people.

We may say that any man goes into business to make money. I question in a broad way whether that is a fair thing to say. Of course, we do go into business to make money, but in every great business that has meant a lot in the world, there has been some

other ideal in a man's mind; and in the last analysis, when a man thinks he wants money, he is not thinking of just the money in most cases—he is thinking of what he wants to do with it. He is thinking of a finer home, of influence, of power, of the things he can do with money. In that sense, the desire for money is only symbolic to him of these things.

In the same sense, the product with which he wants to make money, he usually wants to produce because he thinks it will fill some human need, render some service in the world, and because he believes that, he is willing to invest time and money and energy, and give his whole life to bring that business into being and try to make it succeed.

The Burroughs Adding Machine Company—I don't know who the first man was who ever thought of it, but I believe there is some big story about that man, and the belief he had in that thing, and the belief he had that it would do a lot of good to people, render a lot of service in the world.

There was an example of that sort of thing in the last Good-year advertisement. It tells the story of this man Goodyear, and how he dreamed about rubber goods, and how he spent his whole life trying to realize his idea, trying to start a business which has succeeded because the idea was right. Now, what that man had in his mind, what the man that founded the Burroughs had in his mind, what Henry Ford had in his mind as to what the automobile would do—these are the greatest selling points about these articles. You can get those selling points from the man who started the business. The things he had in his mind and heart are the things you can best spend money for, in that house, to tell the public. You need to get at those things. You need to know the man and know what was in his mind when he started the business.

Another principle that I have worked on and thoroughly believe in—I believed it when I was

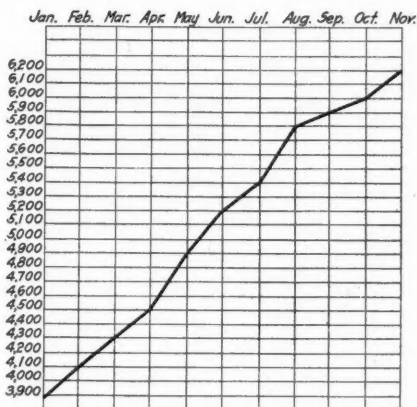
still an advertising manager—is that when an advertising manager undertakes to do advertising for a business, to get publicity for a man, it is his job to do advertising and to get publicity for that business and for that man; I mean, for them rather than for himself. I believe a great many advertising men have made a mistake in sometimes wanting to get a little too much publicity for themselves as they went along. I believe that is a mistake. I believe when a man undertakes to get publicity for another man, he had better stick to that job. I believe I am giving every young advertising man in this room good advice when I give him that piece of advice.

EGO TO THE REAR

You can't cover up your work. You don't have to shout it from the house-tops. If you can get the most publicity for the man in your business, if you can do the best advertising for that product that is being done, nobody can stop the world from knowing it, sooner or later—and it will be sooner rather than later—and your record will be a lot greater coming that way, as the result of absolute quality in your work, than it would be if you just went out looking for publicity for yourself, on your own account.

I have heard a great many advertising men complain that their bosses do not understand advertising. Maybe they don't. Whose fault is it? Perhaps it is partly the boss's fault, but did you ever stop to think maybe it is your fault? Maybe the kind of advertising you do is awfully hard for anyone to understand, anyway, and maybe the boss is a smarter man after all than you give him credit for being. Maybe he was not such an idiot to start this business, anyway. He may not be able to sit down with a pad of paper and pencil, and write an advertisement like you can, but maybe his ideas of what ought to be in that advertisement are pretty sound.

Besides, have you ever really done anything to help your boss to an intelligent understanding of



11 Months' Growth

The above diagram shows the growth in the number of paid subscribers to the **Railway Age Gazette, Mechanical Edition**, for the first eleven issues of this year.

The Railway Age Gazette, Mechanical Edition (to be known, after the December issue, as the Railway Mechanical Engineer), is read by railway Superintendents of Motive Power, Mechanical Engineers, Engineers of Tests, Master Car Builders, Master Mechanics, Shop Superintendents, Road Foremen of Engines, Engine House Foremen, and Foremen of all departments of locomotive and car repair shops and yards. The overlap between the subscribers

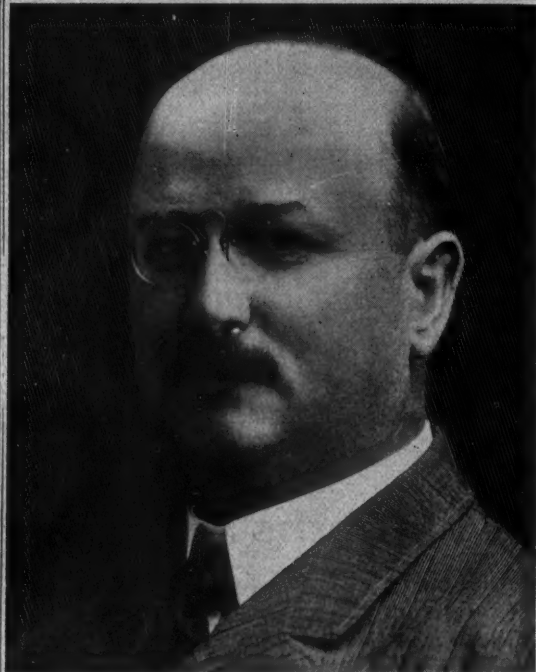
of this paper and of the three other Simmons-Boardman publications (Railway Age Gazette, weekly, The Signal Engineer and Railway Electrical Engineer) is less than 5%.

Since January, 1912, the circulation of the Railway Age Gazette, Mechanical Edition, has increased just 66⅔ per cent. The reason is, that it is fulfilling a definite mission and is as essential to its audience as are our other publications to their respective audiences.

The advertising rates are exactly the same as they were in 1912. May we quote them?

SIMMONS-BOARDMAN PUBLISHING CO.
New York Chicago Cleveland

Members Audit Bureau of Circulations



BUILDERS of AMERICAN BUSINESS

**W. H. PARRY, MEMBER
OF THE FEDERAL TRADE COMMISSION**

"I have been a subscriber to **SYSTEM**, the Magazine of Business, for many years, and while I am not now engaged in active business on my own account, I feel that it will be of very great service to me as Federal Trade Commissioner. Moreover, it is an old friend, whose familiar face I am always glad to see."

NUMBER XXXV in the series of portraits of readers of **SYSTEM**

advertising, if he has not got it now? If you haven't done that, I advise that you do it, and there are a number of specific ways in which you can do it. You can see that he gets marked copies of the advertising publications in which articles that would be interesting or helpful to him are brought to his attention.

Most of the men who are heads of businesses are middle-aged men, and advertising is a development of the last few years, or the last ten years, you might say; that is, advertising in a big way; and advertising doesn't come within the experience of a great many men who are at the heads of businesses, and they need to be put in touch with it.

Try and have a talk with the head of the house every once in a while, when he has time to talk out loud, because, as I say, he is the heart of the business, and he has thoughts about what he is trying to do with it, that he cannot always give you when he just sits down for an advertising conference and tries to give it to you. If you are on the right basis with him, you can get a great deal of help, and a great many selling ideas from him at off moments.

Try and give the man at the head of the business accurate information. I think that every advertising man ought to know his job so well that he knows pretty well what the circulations of all publications are, and knows them at any time he is asked. He ought to know all other facts of that sort, connected with advertising, in the same way. He ought to be able to give accurate information and give it quickly. He ought not to always have to say, "I will make a note of that and look it up and let you know." He ought to be able to tell it then and there. I think that is his business.

I think a man has a right to expect his advertising manager to know his business, to give him accurate information on the subject of advertising in all its phases; just as he has a right to expect his chief engineer to give him accurate information about engineering; or his factory engineer to give him accurate information

about factory work and machines; and the same, all through all the departments.

Another little bit of advice to the young advertising man is, when you have anything to show to the head of the business have it in good shape to show. Have it looking like something. Have it so it will be easy to read. Make it as near like what you expect it to be when it goes before the public, as you can possibly get it. That will help you first of all to sell the stuff, and in the second place, it is no more than he is entitled to. It saves his time, and he is probably a busy man.

THE VALUABLE MAN SEEKS ADVICE

Another thing advertising men sometimes feel touchy about is the right of final O. K. I think the head of any business has the right to expect that he will have the right of final O. K. I reserve that right, and always would, because no one but the man managing the business sees all the phases of the business at the same time. It is often very easy for the advertising department to say something in the advertising that conflicts very seriously with some other department of the business, and I don't think any advertising man ought to feel touchy about it, or feel that his job is smaller, or he is smaller than he thought he was, or ought to be, simply because the man above him reserves the right to finally approve or turn down.

That does not mean an advertising man should not be willing to stand up for what he thinks is right. He ought to, if he has just grounds for his beliefs. He does wrong if he doesn't try to do that—if he doesn't try to show that he is right. He ought to stand up for all of his opinions that he really believes in.

But, at the same time, he should, of course, be really and truly loyal, and that means, if he is turned down, and the decision goes against him, he ought to get in line and support the principle or policy that is decided upon; and that brings me finally to just one more thought that I want to bring out, and that is the thought

of loyalty. It is an old, trite thing to say, "Be loyal," but I tell you men I don't think that any man who has not actually been in charge of a business can ever realize what loyalty really means until he is in that position. I know I never did, and I know that if circumstances again put me in a position where I am not at the head of a business, and am working as a subordinate, I will be a ten times better man than ever before, simply because I do realize the problems the other fellow is up against.

You have to worry about the advertising, but he has to worry about everything. He has to worry about where your salary is coming from, and the money to pay next month's bills, and what the engineering department, and the other departments, are going to do. You can't imagine what it means to that man to have real loyalty, and to feel it, and know it is there. That is the best thing you can give him, that quality of true and unwavering loyalty.

Advertising is a great business,

and I don't feel that I have graduated from advertising. I will tell you the honest truth, that advertising is the hardest part of the whole shooting-match, in my opinion, and I have had a lot of experience with all the departments in the last few years.

Miss Louise Porter with New York Store

Miss Louise Porter has joined the advertising department of Bonwit, Teller & Co., New York. Miss Porter recently came from Los Angeles, where she was president of the Woman's Advertising Club, and for several years she was well known in department store work of that city.

Cleanser for Delicate Fabrics Advertised

The Harrah & Stewart Mfg. Company, Des Moines, Iowa, manufacturer of "Little Polly Brooms" and "Thumbo Toilet Soap," is advertising "Little Ollie Cleaner," a ten-cent preparation made especially for filmy fabrics such as laces, silks, etc.

G. A. Buder, vice-president of the German-American Publishing Company, St. Louis, has been elected president to succeed the late E. L. Prectorius.

38 years of intensive study and experience is back of the **AMERICAN EXPORTER**. 38 years of helping manufacturers secure export trade. It is today not an experiment. It is of proven efficiency, and being used profitably by several hundred manufacturers, many of them steadily for a score or more years.

Why don't you, too, take advantage of its facilities?

AMERICAN EXPORTER 17 Battery Place
New York

Established 1877, and published in four editions

ENGLISH

SPANISH

PORTUGUESE

FRENCH

1847 ROGERS BROS.*"Silver Plate that Wears"*

NOT the oldest nor the sweetest, but the most persistent, story ever told is the story of the quality and the leadership of this brand of silver plate that has had the preference for three generations.

Advertising itself is advertised by the influence exerted by this trade-marked brand on the purchasers of silverware.

INTERNATIONAL SILVER CO.
Meriden, Conn.

The World's Largest Makers of Sterling and Silver Plate.

Since September 4th

The St. Louis Star's Paid Home Delivered Circulation Increased

MORE THAN

20,000

The Star now guarantees
the largest home delivered
circulation of any St. Louis
owned afternoon newspaper.

THE "COMPLETE" HOME EDITION
of The Star contains more than two hours' later news
than any other home delivered newspaper in St. Louis.

AN INDEPENDENT CARRIER'S OR-
GANIZATION of 425 boys, ten new high speed
motor trucks and a new Goss Octuple press enable
The Star to cover the home sections of the city with
greater efficiency than any other afternoon paper.

*The Star has changed the afternoon
newspaper situation in St. Louis.*

THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING STAR SQUARE ST. LOUIS, MO.

Foreign Advertising Representative

JOHN M. BRANHAM COMPANY

CHICAGO
Mallers Building

NEW YORK
Brunswick Building

ST. LOUIS
Chemical Building

Cream of Wheat Case Upheld by Circuit Court of Appeals

Right of Manufacturer to Refuse
Sales to Price Cutter Vindicated
on Appeal—Neither the Sherman
Act Nor Clayton Act Has De-
stroyed that Right, Says Court

"WE have not yet reached the stage where the selection of a trader's customers is made for him by the Government." So said Judge Lacombe of the United States Circuit Court of Appeals, in upholding the decision of Judge Hough in the case of The Great Atlantic & Pacific Tea Company against the Cream of Wheat Company.

Judge Hough's opinion, which was handed down last July, held that a manufacturer had a right to refuse to deal with a price-cutter, and that the Tea company was not entitled to an injunction compelling the Cream of Wheat Company to continue sales to it. That decision, which was printed in full in PRINTERS' INK for July 29, has been regarded by advocates of price-maintenance as of great importance, since Judge Hough by implication granted many of the principles which they have been trying to persuade the courts to recognize. The Circuit Court of Appeals, comprising Judges Lacombe, Cox and Rogers, affirmed Judge Hough's decision November 10.

"We had supposed that it was elementary law," says the Court of Appeals, "that a trader could buy from whom he pleased and sell to whom he pleased, and that his selection of seller and buyer was wholly his own concern. 'It is a part of a man's civil rights that he be at liberty to refuse business relations with any person whomsoever, whether the refusal rests upon reason or is the result of whim, caprice, prejudice or malice.'"

"Before the Sherman Act it was the law that a trader might reject the offer of a proposing buyer, for any reason that appealed to him; it might be be-

cause he did not like the other's business methods or because he had some personal difference with him, political, racial or social. That was purely his own affair, with which nobody else had any concern. Neither the Sherman Act nor any decision of the Supreme Court considering the same, nor the Clayton Act has changed the law in this particular."

In discussing the particular circumstances in the case before the Court, Judge Lacombe said:

"Upon the proofs and the admissions in the record the tea company is not a wholesaler, but a retailer; it does not confine its sales to retailers, but sells to countless consumers; a package at a time for twelve cents.

"The Cream of Wheat Company, as we have seen, in the conduct of its business decided and made announcement to the trade that, for reasons sufficient to itself, it would sell only to wholesalers. Why if it chose to do so it could not make such a rule and adhere to it, we are at a loss to understand. It named the prices at which it would sell to wholesalers, so much in carload lots, so much in less than carload lots. That certainly it had a right to do; the Clayton Act itself expressly recognizes the existence of this right. Under the rule which the company had legitimately established for the conduct of its own business, the tea company could not buy from it, being a retailer. Nevertheless, for a time the Cream of Wheat Company made an exception to its rule and sold to the tea company under some arrangement, which, as defendant thought, would not make the wholesalers with whom it dealt critical of the exception. On a certain day the Cream of Wheat Company decided that it would no longer sell to this retailer at all, and since then it has not sold to complainant. There was no contract between the two which bound defendant to sell to complainant for any specified period of time.

"This suit is really brought to

force the Cream of Wheat Company to continue to sell to this single retailer, as it sells to the wholesalers who trade with it. Much has been said about the reason why defendant ceased to treat complainant as an exception to its rule; failure of the latter to live up to some arrangement, etc. All that seems to be wholly immaterial. The business of the Cream of Wheat Company is not a monopoly, or even a quasi monopoly. Really it is selling purified wheat middlings and its whole business covers only about 1 per cent of that product. It makes its own selection of what by-products of the milling process it will put up and sells what it puts up under marks which tell the purchaser that these middlings are its own selection. It is open to Brown, Jones and Robinson to make their selections out of the other 99 per cent of purified middlings and put them up and sell them; possibly one or more of them may prove to be better selectors than defendant, or may persuade the public that they are. It is difficult to see how into such a business as that any novel and exceptional rule of law is to be imported."

Helps for "Movie" Men

The Progressive Motion Picture Company, distributor of "Paramount Pictures," has recently issued a booklet of advertising copy, for the use of motion-picture theatres in their own local advertising. Proofs of electros are shown, and any of these electros will be furnished free to theatre owners who will ask for them. While the cuts, of course, mention Paramount pictures, they are designed to attract the attention of the theatregoer and compel an interest in the particular house which is using them. Suggested copy is included in the booklet sent out to the exhibitors, but it is not included in the cut, and may be used entire, in part or not at all, as the latter sees fit.

Carl M. Green Company Has Apperson Account

The advertising account of the Apperson Brothers Auto Company, Kokomo, Ind., has been secured by the Carl M. Green Company, Detroit. This agency has also been given the account of S. M. Isbell & Co., seeds, Jackson, Mich.

Death of Brent Good, of "Carter's Pills" Fame

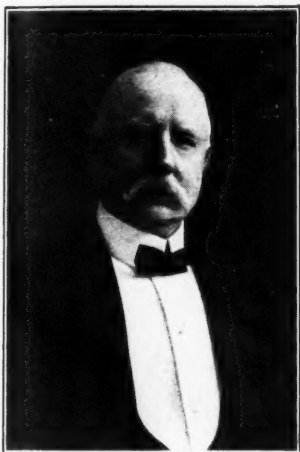
Founder of Successful Proprietary Business Dies at Age of 77—His Employment of Advertising a Generation Ago Brought Him a Fortune—How Criticism of His Methods Helped in England

THE death of Brent Good, on November 10, removes a figure from the world of business who was especially prominent in advertising during its formative period, a third of a century ago. He founded the business of making and selling "Carter's Little Liver Pills," which became so widely known through advertising that they were sold the world over. He was 77 years old when he died, and had outlived most of his contemporaries who built up flourishing proprietary businesses in the palmier days of the industry. But he continued to take an active part in the management of the Carter Medicine Company, at 45 Murray Street, New York, until near the end. Only a few weeks ago he attended a meeting of the Proprietary Association at the Waldorf-Astoria, in which he had been actively interested since it started, over 30 years ago.

Brent Good's real start in business occurred in 1856, when he came to New York from his boyhood home in Canada with five dollars in his pocket and secured employment with Demas Barnes & Co., who then conducted the leading medicine house of the United States. He had served as a druggist's apprentice in Canada, and his experience, coupled with diligence, soon brought him a place on the company's traveling force, and in 1863 secured for him a partnership in the firm. In 1869, however, all the stock and good will were sold to John T. Henry & Co., and Mr. Good for a number of years retired from the proprietary business.

Barnes owned a great many trade-marks, a half interest in Plantation Bitters and had started Castoria well along toward pop-

ular favor. Not only this, but he had the faculty of surrounding himself with men who were able to carry out his plans. Brent Good, with Carter's Pills, and Charles H. Fletcher, still at the head of the Centaur Company, which makes Castoria, derived from him their early knowledge of the conduct of a proprietary business which brought a fortune to both. John Morgan Richards, of London, is another successful advertiser who secured his early training in the same office with Good and Fletcher.



BRENT GOOD

Mr. Good did not lose interest in the medicine business when he left the Barnes company and in 1878 he bought a share of the business of a Dr. Carter, of Erie, Pa., who was marketing pills that had a sale of \$10,000 a year. Two years later he founded the Carter Medicine Company, becoming its president, treasurer and general manager. In 1886 a laboratory was established in London, England, and the enormous colored posters advertising Carter's Pills were so different from anything that had appeared up to that time that they were not relished in Great Britain.

English newspapers especially

denounced them and a bill was introduced in Parliament to prevent all such advertising display. This publicity was really the best thing possible for the article advertised and it soon came to have a wide sale across the water.

In this country advertising in the early days of the business was likewise responsible for the success Mr. Good attained with Carter's Pills. Geo. P. Rowell, when he wrote "Forty Years an Advertising Agent"—ten years ago—said, "Forty years ago it was frequently said that the time for great profits from the sale of patent medicines had passed and would never come again; but since then Dr. R. V. Pierce has made a great success financially; so, too, has Brent Good, with Carter's Little Liver Pills; Dr. Kilmer, with his Swamp Root; . . . and many others might be named."

Mr. Rowell also stated his belief in the future of the proprietary business in these words: "The chances of success, however, are now so remote that he is either a bold or an imprudent man who ventures at the present day upon the introduction of a new remedy by means of advertising."

Brent Good was one of the last of the old school of proprietary manufacturers and is deserving of a place in the record of successful advertisers.

R. C. Haws with Baker-Vawter Company

R. Calvert Haws has been appointed advertising manager of the Baker-Vawter Company, Benton Harbor, Mich. He has been associated with the Republican Publishing Company, Hamilton, Ohio, and before that had been general manager of the American Sanitary Corporation, Memphis, Tenn., and manager of the advertising and printing departments of the Brown Shoe Company, St. Louis.

"Elite Styles" Appoints Western Representative

M. L. Katz, Chicago, has been appointed Western advertising representative of *Elite Styles*, published in New York.

The association of college comic papers, 22 in number, have likewise appointed Mr. Katz to represent them.

Should Newspapers Refuse Comparative-price Advertising?

Lafe Young, Jr., Gives Views in "Newspaper Week" Talk

"PEOPLE are no longer fooled by comparative price advertising. They do not believe the merchant who advertises '\$200 twin-beds for \$75' any more than they believe the patent-medicine quack or the fake mining stock promoter. That kind of advertising is a blot on advertising's fair name, and a detriment to the publisher as well as the merchant who signs the advertisement. It is up to the newspaper publisher to close his columns to this kind of business, for the same reason that he closes them to fly-by-night schemes and other confidence-wrecking copy."

Thus Lafe Young, Jr., vice-president of the Associated Advertising Clubs of the World, and publisher of the Des Moines *Capital*, challenged his fellow publishers to get together and take the next step in the elevation of truth in advertising. His speech marked the climax of a week of stirring talks on newspaper advertising, which together with a display of products successfully advertised in the newspapers, the newspaper exhibit from the Chicago Convention, and a moving-picture exhibit illustrating the processes of producing a newspaper loaned by the *Baltimore News*, made up the "Newspaper Week" programme at the Advertising Association of Chicago last week. The Newspaper Representatives Association of Chicago collaborated with the Advertising Association to make the week a success.

James O'Shaughnessey, the Chicago advertising agent, came out boldly in his talk on Wednesday and declared that newspapers were putting a tax on their foreign business by not adopting the flat rate. He mentioned several cases where advertisers to make sure they were getting the lowest possible rate bought space in local papers through local dealers. This he claimed worked an in-

justice all around. It kept many advertisers from using the newspapers, resulting in a loss of wealth to the community in which the paper was published.

"The dollar that comes to a city from foreign advertising," declared the speaker, "is the biggest dollar that comes into it, because it all stays there. When an out-of-town merchant buys some chairs from a manufacturer in a town, only the profit on the chairs remains, but all remains of a foreign advertising dollar."

Taxing the foreign advertiser, he declared, also had the bad effect of killing off newspaper advertisers, for an advertiser that gives his dealer an appropriation to spend as he sees fit, because he can buy the space cheaper, is not going to get the same results as he would if the business were placed and prepared by a skilled advertising agency. So "preferred rates" hurt the community, hurt the publisher, hurt the dealer and cheat the advertising agency out of an opportunity to make the client's appropriation do maximum service. Mr. O'Shaughnessey contended that if the newspapers will adopt a flat rate, so that the small advertiser and the foreign advertiser will not be penalized, it will be a big step forward in advertising progress.

WANTS STANDARDIZED CO-OPERATION

In urging the newspapers to come out and support food advertisers editorially by pointing out that advertised foods are the consumers' best protection, R. J. Grassly, advertising manager of the California Fruit Growers' Association, stated that such co-operation would do more than anything else to spike the guns of travelling salesmen for concerns who "shared their advertising appropriations with the dealer" and the dealer who was opposed to advertised brands. He laughed at

Facts About Albany—Troy— Schenectady and the Capitol District

The following is the population, 1915 State census, of the six cities which form the heart of The Capitol District, and which are rapidly growing into One Big City:

Albany	-	-	108,500
Rensselaer	-	-	11,213
Watervliet	-	-	15,088
Troy	-	-	73,302
Cohoes	-	-	23,477
Schenectady	-	-	80,386
Total	-	-	311,966

THE KNICKERBOCKER PRESS

is the only newspaper which covers Albany, Troy, Schenectady and The Capitol District Daily and Sunday, or any Day or any Sunday.

the idea of advertising being a tax on the consumer of food products. "Why," he explained, "it costs us less than 1½ cents per 200 oranges to advertise. This is altogether too insignificant to affect the retail selling price in any way. It is just the same with Quaker Oats or any other advertised food product. It is foolish to talk about taxing the consumer—to prove it one only has to use a lead pencil and distribute a firm's advertising appropriation over its output."

Mr. Grassly also stated that with the help of advertising his organization has been able to successfully market over \$150,000,000 worth of fruit in the last eight years. Without advertising and an interlocking selling plan most of the now prosperous members of the organization would be bankrupt. He also gave interesting figures about the advertising and selling methods of the Exchange, which has already appeared in *PRINTERS' INK*. Mr. Grassly gave most of the credit for the success of the California Fruit Growers' advertising to the newspapers, which he said were used extensively because it made it possible to divide their selling work in zones, and use different methods and advertise different qualities of fruits in each zone. Their most profitable use of the newspapers is to use a half-page with the understanding that the newspaper publisher will go out and sell the other half-page to local dealers. Many newspaper publishers, he said, have "followings" of dealers, who will put over any product the publisher asks them to.

LAWS LIMIT RAILROAD ADVERTISING

In the opening talk of the week, made on Monday by Gerrit Fort, general passenger agent of the Union Pacific Railroad, it was pointed out that one thing that held back railroad advertising was the interference of State legislatures, who seemed to take a special delight in picking on them. Under existing conditions it was unprofitable for a railroad to attempt to create freight business,

for instance, because they would simply divert it from one line to another. He also spoke about the advertising being done by his railroad and said that by exploiting special trains in the passenger service they were able to stimulate business on all the trains. The Union Pacific intended to increase its advertising appropriation next year for this reason, he said.

I. R. Parsons, advertising manager of Carson, Pirie, Scott & Co., the Chicago department store, urged newspaper representatives to apply merchandising principles to selling space, instead of merely going up and down the line soliciting business. He declared the day of good fellowship in selling space was on the wane, and that the solicitor of to-morrow must not only know his own proposition from soup to nuts, but must be able to show the advertiser how his proposition could be fitted into that of the prospective advertiser, and be able to give the advertiser service rendered for the time consumed in the solicitation. As soon as solicitors were able to make intelligent suggestions for increasing an advertiser's business instead of merely telling about how many thousands more circulation they had than the other fellow, then just so soon would they be looked upon as a help rather than a nuisance.

As a whole the week was declared by President Clough to have been very successful from the standpoint of attendance, and it is believed that the innovation of devoting a week to the various departments of advertising in this way will be quickly adopted by other advertising clubs interested in educational work. It seems to interest even the most-difficult-to-interest members. A. E. Chamberlain, of Knill-Chamberlain-Hunter, was in charge of the arrangements.

"Pilgrim Magazine" Appoints Advertising Manager

James H. Reynolds, formerly with the advertising agency of Carney & Kerr, Inc., New York, has been appointed advertising manager of the *Pilgrim Magazine*, Chicago.

Selling Advertising Space



with the

Addressograph

PRINTS FROM TYPE

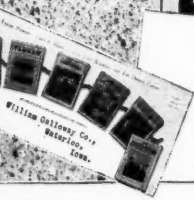
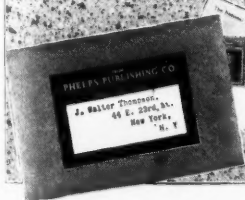
Keeping SEVEN farm publications filled with advertisements requires *selling ability*. But the Phelps Publishing and Orange Judd Companies, Springfield, Mass., found the Addressograph equal to the job.

With the Addressograph these prominent publishers strenuously circularize *every* logical advertiser of any importance—all advertising agents—in fact, *every* person or firm who is a prospect for advertising space in "The National Farm Power" papers.

And this is only one of the many publishers now using the Addressograph for obtaining profitable advertising contracts.

The Addressograph Co.

913 W. Van Buren Street, Chicago



ASK THE P

CAN you tell which month will give **COMFORT** advertisement?

We can't say for sure—but ASK THE
we get the most letters from our subscribers

Ask our circulation department. *The*
most subscriptions and renewals in January

Ask our bank. They will tell you *the*
from our subscribers for subscriptions as
than any other month.

Then why not use January **COMFORT**

W. H. GANNETT, Pub., Inc., Aug

WALTER R. JENKINS, Jr., Representative
New York Office: 1105 Flatiron Bldg.

FLATIRON
CLUB



POSTMAN!

give you the best returns from a COM-

THE MAN. He will tell you that
scribes January.

The tell you that we get the

you the we get *more money*
ons a wals in January

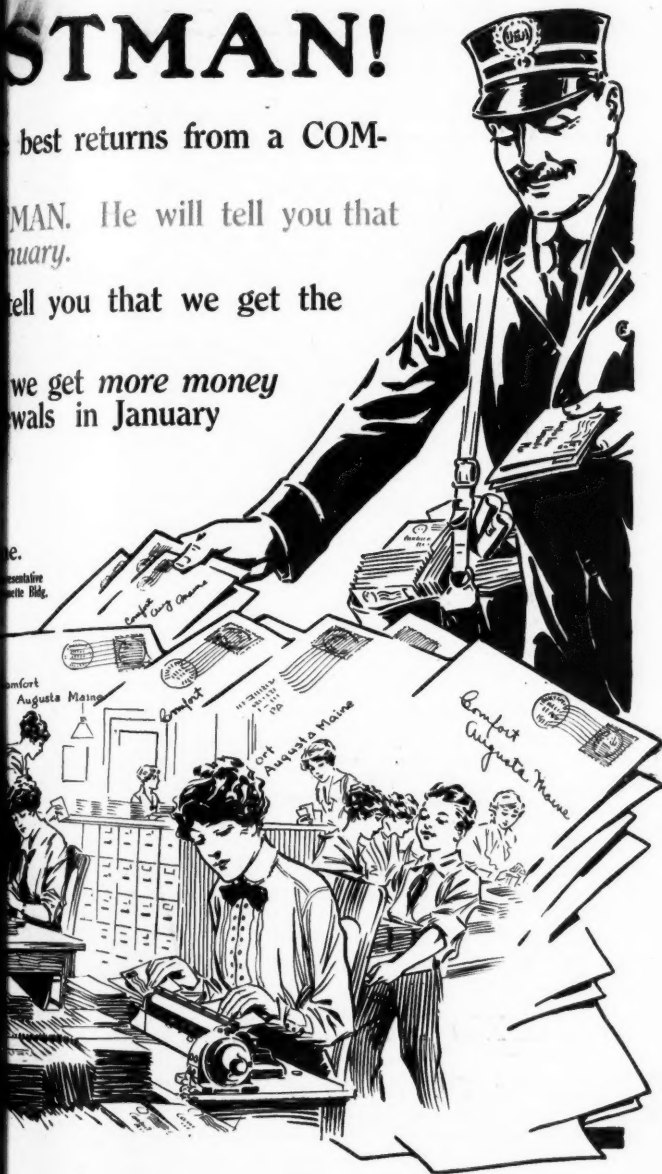
IFORM

nc., Aug

Full
Camp

Representative
Little Bldg.

2



Inland Storekeeper

announces the appointment of

WILLIAM M. KLEIN

*as Eastern Advertising
Manager*

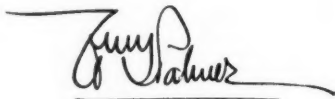
Mr. Klein has for the past four years been Manager of the Ingraham Advertising Company, of New York, an organization making a specialty of trade paper representation.

R. M. GRAHAM

*as Western Advertising
Manager*

Mr. Graham has been Advertising Manager of The Road-Maker, Moline, Illinois, for three years. Prior to that he conducted an Advertising Service Bureau for small town merchants.

MR. KLEIN and MR. GRAHAM have been chosen because of their ability to serve advertisers and advertising agents in their respective territories not only as representatives in a sales capacity of the Advertising Department, but they will also be equipped to assist authoritatively in dealing with merchandising problems involving the small town field.



*Vice-President and
General Manager*

INLAND STOREKEEPER

461 Fourth Avenue, New York City
Peoples Gas Building, Chicago, Ill.

Getting the "Drop" on Competition

Winning Tactics of Successful Salesmen as Basis for Uniform Home-office Ruling.

By Cameron McPherson

WE have read a good deal in **PRINTERS' INK** lately about the dangers of aggressive salesmanship. Mr. Montague's valuable articles have done much to make us appreciate the need of caution in instructions going out to salesmen, and in sales correspondence to customers. I know of at least two big Western advertisers who have put a triple check on themselves so that they may keep without the snares Mr. Montague portrays. But interesting as it is to know what we must not do, it is quite important to know what can and is being done to best competition. How are advertisers meeting and downing it every day of the year, and still keeping safely away from the Government's paternal razor strop?

The first salesman I approached on this subject was a Philadelphian. Large, in brain and stature, he was a man I would rather have as a co-worker than a competitor. For two successive years he headed a sales organization of 65 men in volume of sales, and in an office-specialty field where competition is keen he held title to the championship.

"I think the average salesman in almost every line," said the Philadelphian in answer to my question, "is inclined to ease his conscience with the pious thought that he never knocks. But I also think he never loses an opportunity to slip a torpedo under his competitors' arguments if he can.

"In my own case, if my prospect forces me to defend myself I say to him: 'Now, Mr. Jones, I don't think it quite fair that you should ask me to knock a competitor behind his back. That is not my way of selling. You can readily understand that did I think the other equipment was superior to mine I would be selling it. Like yourself I am in business to make money, and all of it I possibly can. If I thought the other prop-

osition better I would naturally be selling it. Why, I can show you a letter from the sales manager of the concern you mention, offering me a position at a higher salary than I am now getting. The only reason I didn't accept it was because I couldn't honestly sell a machine I didn't believe in. If you want any information about the equipment you mention I would be very glad to have you call up the other concern. I am sure they would be very glad to give you the facts. Then you will be able to judge for yourself."

This little strategy suggests that the next time you dictate a letter to your competitor's star salesman offering him a position, think how it will look in that salesman's files. Picture him calling in the stenographer and asking her to find "that letter from the Blank Manufacturing Company offering me a position," and imagine the effect it will have on the prospect in connection with a thoughtfully worked out sales story.

TESTIMONIALS THAT ARE BOOMERANGS

A branch manager for a store specialty advertiser told me of a 'dodge' he used for turning his competitors' testimonial letters against themselves.

"We have a competitor who is a great user of testimonial letters," he said, "and by using every conceivable scheme for getting them he has been able to gather a highly formidable collection.

"His tactics are to overawe a prospect with these letters, which he has in a big leather-bound book, and it is sometimes pretty hard to get a look-in after he has Mr. Prospect thoroughly primed.

"For some time this competitor used to cause me considerable worry, until I hit by accident on what has proved to be a very effective plan.

"I was calling on a particularly well-primed prospect in Sedalia, Mo., when he mentioned several concerns in his line of business who had put in the competing machine, and were well pleased with the results. It just happened that one of the concerns mentioned was a Kansas City firm I had been working on to trade out its machine, and from whom I had received a very encouraging letter just before leaving Chicago. As I was planning on making Kansas City I had the letter in my grip, and produced it in short order. 'That will give you some idea what those letters are worth,' I said. 'You can see how well pleased this man is when he is thinking of trading it out for one of our machines.'"

MEETING LOW PRICE COMPETITION

Selling is continually getting more competitive. A manufacturer no sooner gets a foothold in his field than he is called upon to face lower priced competition. "Gillette seems to be making good money selling his safety razor for five dollars," is the usual line of thought, "guess I will put one out for 50 cents. The money's all in the blades, anyway."

You will find competition of this kind in almost every field, and unless the manufacturer is securely entrenched by thoughtfully planned advertising his salesmen will find it a bothersome task to shut out the newcomer.

I questioned several salesmen, who have had considerable experience in handling this sort of competition, as to the best way of meeting and downing it.

"My stunt in competition-deals of this kind, said a veteran adding-machine salesman, is to refuse to enter into any controversy of comparative values, insisting that the only way to tell is to see the two machines side by side. Then I have a little speech framed up, which seldom fails to do the trick. 'Mr. Jones,' I will say, 'just imagine these two machines were automobiles. One is priced \$400, the other \$4,000. Isn't it a fact that everybody you know of who has ever bought a \$400 automobile is never satisfied until he gets a

better car? I can't believe that the matter of a few hundred dollars one way or the other on the initial cost makes any difference to a concern like yours. What you are interested in is getting an adding machine that you won't be wanting to trade out for something better in a few months.'"

LOW PRICE OFTEN A TRAP

Another salesman said the same thing in a different way. "It is easy to meet low-priced competition if a salesman always remembers that his prospect is probably comparing values all the time.

"When I call upon a big concern which I know is in a position to buy the best, I always start in by impressing it with the fact that ours is the highest priced truck on the market, and play it up as a big talking point. Then after this point has carefully sunk in I explain that while I want to take his order, of course with our factory 30 days behind, I cannot promise him immediate delivery. If he must have a truck at once, and is willing to sacrifice reliability for quick delivery, I would suggest that he go to our competitor who I understand is offering machines for instant delivery. This line of attack usually creates food for thought and puts one in the desirable position of being so little worried about the few machines the competitor is selling that I am perfectly willing to throw a sale his way.

All the salesmen to whom I talked agreed that the only safe policy when tied down to a competitive fight is to put the boomerang in the other fellow's hand whenever possible. So, it would seem that the safest instructions to the sales force—safe from the standpoint of the government's attitude as well as the standpoint of salesmanship—would be something like those issued by one of the large manufacturers of addressing machines. In a recent bulletin on competition, sent out following the government's prosecution of the National Cash Register Company, reported at the time in *PRINTERS' INK*, this firm said:

(Continued on page 76)

DETROIT

**America's Fourth Manufacturing City
thoroughly covered by one paper**

The Detroit News

Net cash paid circulation of
The Detroit News in Detroit
city and suburban territories
more than one copy for every
seven people, and more than all
other Detroit dailies combined.

**Net Cash Paid Circulation
P. O. Statement, half year
ending Sept. 30th, exceeded**

173,000

**SUNDAY NEWS TRIBUNE Net Cash
Paid Circulation exceeds 148,000**

New York
I. A. KLEIN
Metropolitan Tower

Chicago
JOHN GLASS
Peoples Gas Bldg.

A Market for Ideas for Striking Window Displays

OUR client, The American Tobacco Company, has contracted for window displays in the 1400 United Cigar Stores throughout the country.

The contract covers a period of years and involves an appropriation of over \$2,000,000.

Its extent and importance demand the best ideas that can be obtained.

We are responsible for producing ideas, plans and copy for over fifty brands of cigarettes and tobaccos for newspaper, magazine and other advertising. This in itself is a tremendous work.

We, therefore, welcome window display suggestions from all sources, and wish to announce that we are in the market to secure original window display ideas for our client, for which liberal prices will be paid.

As the displays change every week, several hundred ideas will be required for use during the contract.

There are no restrictions except the necessary ones of size and shape, and these must, of course, conform to the standards adopted by the United Cigar Stores for their windows. To make this perfectly simple, we have prepared forms showing by diagrams and photographs exactly how the windows are arranged and giving the finished sizes. These forms we will supply on request.

The American Tobacco Company has a large number of brands of cigarettes of all prices, so that the range of subjects is wide. The various brands are all well known, and they offer practically unlimited opportunities for the exercise of skill, ingenuity, originality and artistic ability.



This illustration shows a typical layout for a United Cigar Store window

We will supply on request samples of cigarette packages, together with complete data on any and all cigarettes.

Ideas may be submitted in any form. The roughest pencil sketch will show us whether it is worth carrying further. Or a good description of the idea without sketches may be sufficient.

For every acceptable idea we will pay a price to be agreed upon with the originator.

We invite you to turn loose all your talent and enthusiasm on these windows. It will pay you. We are now ready to consider anything along this line you have to submit and will give decisions promptly.

Write for complete information

FRANK PRESBREY COMPANY
456 Fourth Avenue New York, N. Y.

"We wish to particularly warn salesmen against mentioning competitors by name when talking to prospects or customers. When you encounter competition hold your feet. Don't sidestep, and don't go up in the air. Overlook the prospect's mention or even indication of preference for another make of machine. Try to remember that in most cases a prospect will mention competition for the mere purpose of hearing what you have to say and 'getting a rise out of you.' Don't let him get your number!

"Settle down and begin hammering into his mind, the points of your proposition in their proper sequence. Lay particular emphasis, and thoroughly impress him, with the points in your proposition that cannot be found in that of your competitors. Don't be satisfied until you have pounded these home until he knows them by heart. Then wait; the competitors' salesmen will play into your hands.

"You may rest assured that your prospect will use the same tactics with your competitor that he has with you. He will use the arguments which you have furnished and which your competitor cannot meet. The only possible thing your competitor can do is to resort to attacking our proposition, a method that is unsportsmanlike and distasteful to every successful business man. He will soon 'knock' himself out of the sale.

"Meeting competition in this way is taking a chance, and to many of our salesmen, may seem less sure than methods which they have used and occasionally found successful, but in the long run it will prove the most profitable policy because it makes you the big man in the buyer's estimation. It is the big men who are able to swing the big deals."

Anyone who has ever sold goods on the road, especially a specialty, will see the obvious wisdom of such a policy. And judging from the fact that the business of this company has more than doubled in the two years since its adoption by the sales

force as a uniform policy, it may be that other readers of *PRINTERS' INK* might adopt the thought. All indications point to the wisdom of a uniform policy in handling competition.

Merchants' Mail-order Catalogue in Newspapers

The retail merchants of Louisville, Ky., have inaugurated a new sales plan in the form of a monthly catalogue for out-of-town buyers issued as a supplement to the *Courier-Journal* and *Times*. Articles advertised in the catalogue that can be sent parcel post will be delivered free within first and second zones; articles by freight will be prepaid for 150 miles. The front page of the catalogue contains an index and the following guarantee:

"We personally know every advertiser that is in this catalogue and guarantee that the merchandise advertised in this section is exactly as described. Advertisers who have announcements in this section will give you full and complete satisfaction when you purchase from them.

"If for any reason you are not fully satisfied with any article purchased from any of the advertisers in this section, we ask you to return it at once at their expense and they will either exchange it for something else, if you wish, or they will return your money and any freight or postal charges you may have paid.

"The publishers of the *Courier-Journal* and *Louisville Times* bear personal and official testimony to the honest mercantile representation, financial responsibility and absolute dependability of the advertisers. We guarantee that you take no risk whatever in sending money or ordering anything pictured or described by any advertiser in this section.

"With this guarantee we ask you to buy liberally from the advertisers in this section."

Los Angeles Boosts Home Products

Ten miles of window displays in Los Angeles served to emphasize the number and variety of products manufactured in that city during "Home Products Week" which was recently celebrated there. Two thousand two hundred local manufacturers took part in the celebration, during which thousands of citizens pledged themselves to use only home products, so far as was possible, for the period of seven days.

During the past year 110 new factories have been erected in the city, and one day of the week was devoted to them. A reception was given by the Chamber of Commerce, attended by business men in many lines. An exhibit of these "infant industries" was prepared, and students in local schools and colleges, and the public in general, were urged to attend the exhibit and familiarize themselves with the number and variety of new manufactures.

Big Profits and New Lines for Stewart-Warner

The Stewart-Warner Speedometer is running full blast, some departments night and day, with 1,500 men on the payroll—1,200 at the Chicago plant and 300 at the Beloit, Wis., plant—or a couple of hundred more than a year ago. However, it has kept out of the war order business.

Its old and new lines have expanded right along since the corporation was organized, about four years ago, and most of the time prompt delivery has been more of a problem than large hooking. This year's earnings are officially estimated at about 14 per cent on the common stock. There have been rumors of increased or extra dividends each quarter, but the directors believed the stockholders would be better off in the end by a liberal return of profits into the plant, \$625,000 being so appropriated this year. The new building under construction adjoining the Chicago site on Diversey Boulevard will cost \$300,000, including equipment, and be ready to begin work May 1. By then there will be several hundred more on the payroll and the output will be more diversified.

New lines have proved profitable from the start, and this year's operating ratio is about the same as for 1914, although materials average higher, especially copper, brass and spelter.

During the past year the vacuum gasoline feed system has practically supplanted the pressure feed system, and that has made life more interesting for the Stewart-Warner people. Now they are adding a line of electric horns, after having had a wonderful run on hand horns. Another brand new line is an air starter for Fords, which is about ready for the market.

The corporation is the only manufacturer of magnetic speedometers on a large scale in the United States, and approximately 85 per cent. of all speedometers sold last year were of the magnetic type. The "Warner" and the "Stewart" patents are considered very valuable. Some say that the new air starter will easily duplicate the success of the speedometer.—*Boston News Bureau.*

Taylor Goes with Philadelphia "Evening Telegraph"

T. B. Taylor, for three years advertising manager of the New York Times, has tendered his resignation to take effect at an early date. He will go to Philadelphia to take charge of the advertising of the *Evening Telegraph*, under Rodman Wanamaker.

"Svenska Standaret" Appoints Advertising Manager

Chas. J. Anderson has been appointed advertising manager of *Svenska Standaret*, Chicago. For a number of years he has been associated with the advertising department of Swedish papers in the Middle West.

How the War Has Affected Newspapers in Europe

A list of British newspapers, compiled in March, 1915, showed the mortality among British newspapers to have been 196 for a period of 15 months, including nine months of war. These figures were quoted in an address delivered October 11, before the Manchester, England, Advertising Club, by Hubert Peet, editor of Sells' Newspaper Directory.

He stated, on the authority of a French journalist, that after the war is over there is every indication that French newspapers will take on the guise of American papers, both as to the manner of treatment of news and advertising.

Discussing American papers, he asserted that his experience led him to believe that "the advertisements are the honestest thing in them."

Relative to German papers the Geneva, Switzerland, *Journal de Geneve* publishes this dispatch from Basle:

"Among the business interests hit by the war that of the newspapers must be cited. In spite of the demand for news created by the European crisis, the number of newspapers published in Germany has diminished, and the first of October marked the disappearance of several journals of minor consequence which had been obliged to suspend publication. Others are able to maintain their existence only by raising their subscription price, and it may be safely predicted that if the war lasts more will go under.

"What has especially disorganized the budget of the newspapers is the falling off in advertisements, for which their increased number of readers cannot compensate them."

Jingles to Persuade Housekeepers

The "Chaferfield Kid" has been adapted by Chas. F. Field & Sons, Chicago, as a feature in their newspaper campaign on Chaferfield Caramel Cream, a new confection made of cream, corn syrup and sugar, put up in one-pound cans and retailing for 25 cents. The Chaferfield Kid represents a candy-maker and the illustration is backed up by jingles to show how useful caramel cream is to the housewife.

Gill Joins Chilton Company

H. H. Gill, who for the past nine years has been connected with automobile advertising circles, has joined the Chilton Company's staff and will represent the Chilton Automobile Directory in Michigan and Ohio with headquarters at Detroit.

Complexion Powder in Newspapers

A Western newspaper campaign is being conducted on Red Feather Complexion Powder by a company by that name located in New York.

Printing Paper Is Now Standardized

You should know that the Warren Mills produced

1. The first American coated paper which made possible the use of half-tones.
2. The first dull coated paper—the wonderful CAMEO which opened new fields of beauty in printing.
3. The first India paper—the thin stock on which the Encyclopaedia Britannica is printed.



We specialize on a few rigidly standardized lines covering all ordinary needs on which we stake our reputation.

The name Warren Standard Printing Papers guarantees all that a fine reputation, longest experience and the determination to excel can give.

Write on your business letterhead for our new portfolio of printed specimens.

Warren's Coated Printing Papers

*Cameo-Dull Coated—Lustro-Fine Glossy
Cumberland-Glossy—Silkote-Semi-Dull
Printone-Imitation Coated*

S. D. Warren & Co. 163 Devonshire Street
Boston, Mass.

*Manufacturers of STANDARDS in Coated and Uncoated
Printing Papers*

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

"Constant excellence of product—the highest type of competition"

Making Copy Sound Like the Salesman's Talk

How the Gerhard Mennen Company Succeeded in Creating the Man-to-Man Atmosphere Without Loss of Dignity

MANY advertisers have tried to surround their copy with the man-to-man atmosphere—to give it the selling qualities which the personal salesman exhibits when he talks with his customer. There have been a few conspicuous successes, and a great many failures.

It will not do to write down the arguments of the salesman just as he uses them. That has been tried, and has proved only that there is a certain necessary dignity which must be preserved in a written advertisement and which cannot be sacrificed without a loss of the reader's confidence. Just as it would sound stilted and even stupid, for a

salesman to memorize the text of an advertisement and use it verbatim as a selling talk, so it sounds dull and commonplace to print the arguments of the salesman. The problem is to maintain the proper balance—to unbend just enough to give the copy a personal flavor, yet to maintain enough dignity and observe enough formality to keep the reader's confidence. As stated, it has been successfully accomplished in a few instances, and this story has to do with one of them.

The Gerhard Mennen Chemical Company, of Newark, N. J. recently ran in weeklies of large circulation a full page and a quarter-page advertisement for its Shaving Cream which were ostensibly the work of a salesman.

The salesman was an entirely mythical man, and the copy was written in large part by William G. Mennen, though the idea was originally suggested by the company's advertising agent. The same copy was run in Canada, and the accompanying reproduction shows the copy as it appeared in Canadian publications.

It is interesting to note how the balance is maintained between the informal and rather slangy discourse of the salesman, and the more dignified style of the magazine advertisement. In the first place, the "approach" is that of the personal salesman: "The boss said the other day, 'Jim, I want you to sell Mennen's Shaving

**"My English may not be there, but
the facts are straight"**

A Salesman's Story



estimates." He put it
gore—and all I ask is
get your prejudices to
have a real story to t
n't take the statements
can prove for yours
what I say.

There are differences in composition between the various maps, between periparturians and ill persons.

Now, the composition periparturians determine through else, whether a

If your skin burns, shaving and little else covers the face, if they ly, making you relati if you have to "rule beard—you can blame

Mr. Mennen expires to perfect a formula that would change

Some real dogs
Have you ever tried
soup—with water also
about as pleasant as
with pleasure. Well, so
the same feature if you

[illegible]

Men avoid this, a neutral fact, doesn't show. A

... will be sent free
every Consumer
who needs for
... of abating
... Mail the con-

THE boss said the other day: "Jim, I want you to sell Meuser's Shaving Cream to every man who passes a shaving parlor door that doesn't give a full, free, creamy, beard-soothing lather. Now, it is a fact—attested to by all chemists—that 'hard' soaps give a different character of lather from a preparation like Meuser's.

The composition of Meunier's is such that it absorbs much more water than "hard" soaps. This gives it the quick, profuse, creamy lathering qualities, and the high percentage of water held in the lather makes it moist and cooling. Because the lather of Meunier's is much

an awful
hell the
drugstore's
up to me, so here
that you can fur-
the moment. I
it, and you need
on faith. You
half the truth of

of shaving. How is something so revolutionary that went into men's hair of believing it. There are so used to shaving the man Father taught them that they persist in "rubbing in" even when they use Mennen's. But take our word for it. You **DON'T** have to "rub in" when you use Mennen's—ANY more time and your skin.

—Ward: Some Chicken Little on

In making soap, glycerin is **found**—and glycerin, you know, is **money**. So no “hard” soaps that are **quality extracted** and sold as a **profitable** by-product. In making **House**, we not only **leave** the glycerin **in**, but we **add more**.

to share without
guilt. You don't
pull out shoes
undergo shaming
your shaming pro-

is the "free market" in it. There would
"free market" don't sound very dan-
gerous, but, believe me, I know all
about it. I stuck my finger in a candle
last one day, and I don't want any
more on my skin, "free" or any other

It's the "red genetic" in men that causes the threatened strings on your face after shaving, and draws your skin all up. Don't blame this torture on the razor. The razor is *guilty* by *association*.

You may discount my enthusiasm, you may want to check me up. Well, there's nothing in this world we know more. Let us send you a merchandise trial tube. When you get this tube, follow the directions for use on the package. You will hear the story of the painter who put on his signs. "We paint—believe the master." Believe on whom you wish.

you have much stress to me for every share — not to "rub in" the lather simply work it up on the face with the brush. Remember, it took three years to perfect *Messner's*, and we know how it should be used to get the best results. Follow our directions, and you'll have it as a wholeheartedly as I do.

...and, if
it was, a very big

a little in
piece of
paper, and
and. With
the coordi-
nation of
the new
Crestline

wall stand, 1-800-3-
furniture, a
total range
of the
Herman
Tubero
For Men
drawn below.



MENNEN'S
SHAVING CREAM

GERHARD MENZEL CHEMICAL COMPANY

Laboratoire, Montréal, Québec

**Sole Agents,
J. D. F. BROWN & CO., LTD.**

Theresa, Del.

THE COPY WHICH, ACCORDING TO THE ADVERTISER,
PRODUCED AMAZING RESULTS

Cream to every man who reads the *Courier*. You tell our story in a way that sells druggists everywhere. There's no reason why those same facts shouldn't sell the druggist's customers.' He put it up to me, so here goes—and all I ask is that you men forget your prejudices for the moment. I have a real story to tell, and you needn't take the statements on faith. You can prove for yourself the truth of what I say."

Then the copy swings right into the more formal style of the company's magazine advertising. It is still kept in the first person, of course, yet it is very far from being the sort of talk the salesman would use in a man-to-man interview. A few colloquialisms are sprinkled through the text, but until we reach the bottom of the second column of text there is practically nothing which could not be lifted and made to do duty in the conventional style of magazine copy. Can you imagine, for example, a salesman actually repeating this sentence: "Mr. Mennen experimented three years to perfect a formula for a preparation that would eliminate this nuisance"?

COPY WAS DONE IN THIS STYLE

Suddenly, however, we run into another bit of genuine salesman's lingo: "Mennen's takes the sting out of shaving. Wonderful, you say, but it's a fact; and the main reason is that there is no 'free caustic' in it. Those words 'free caustic' don't sound very dangerous, but, believe me, I know all about it. I stuck my finger in a caustic tank one day, and I don't want any more on my skin, 'free' or any other way." As W. A. McDermid, sales manager of the company, puts it, fully 90 per cent of the text was quite as formal as the company's usual magazine copy, yet there was enough of the salesman's individuality in the other ten per cent to give a distinct flavor to the whole. Literally hundreds of people, says Mr. McDermid, wrote to the company commenting on the fact that it was using plain man's language.

Of course the real proof of the value of the advertising lies in the

results. The copy carried a coupon, calling for a trial-size tube of the cream, so the pulling power of the advertisement may be judged from returns. On this point, Mr. McDermid writes to *PRINTERS' INK*:

"We were totally amazed at the direct response. We had to put on five extra girls to handle the inquiries that flooded us for three weeks. We then got an aftermath in the form of letters from those who had, in certain sections, been able to buy the cream—in such numbers that we felt justified in believing that for every inquiry we received, at least one other man had bought a tube without writing us. Lastly, we got an exceptional number of acknowledgments of the trial size.

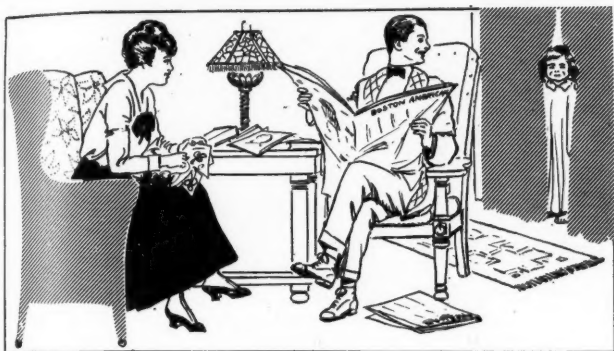
"Aside from the numbers, the character of the returns were significant. Hundreds came back with letters in imitation of the style of the copy. Letters addressed 'Dear Jim' and commenting on the copy—stating that this was the first advertisement the writer had answered, etc.—many of them highly amusing, poured in.

"From one of the small towns in the far south came a detailed narrative of how the page bombarded a small dealer with requests until he telephoned to New Orleans for a supply of the goods. In a word, in the terms of vaudeville, it 'went big.'

"A quarter-page follow-up, five weeks later, 'Men write me this letter' and signed 'Jim Henry,' almost duplicated, though on a smaller scale, the original effect.

"A further result has been the sincerest form of flattery, its direct imitation by another advertiser."

Mr. McDermid is of the opinion that much of the success is due to the care with which the "approach" was arranged. The reader is led to assume a certain frame of mind, which is continued into the more formal copy. The informality is not carried to a point where it approaches bad taste and becomes offensive to the reader. And that, by the way, is likely to be the chief difficulty with imitations—the imitator is almost sure to overdo it.



Now For Christmas!

Bostonians are discussing Christmas. Members of the 338,463 families living within 13 miles of Boston's City Hall are now on the search for suitable gifts.

Are YOUR goods being considered?

Consider the market—the possibilities for your product. Here are 338,463 families in a city with a greater per capita wealth than that of Chicago, Philadelphia and St. Louis COMBINED, and greater than that of New York City.

They have on deposit in the banks of Metropolitan Boston *over one-ninth of the savings of the people of the United States.*

They believe in advertised goods and the majority of them ask for advertised goods by name. This number is increasing.

The dealers of Metropolitan Boston believe in advertised goods. The big majority of them favor newspapers as an advertis-

ing medium because of the local appeal.

Metropolitan Boston is a market worthy of your best effort.

The Boston American will help you with your advertising and merchandising plans by supplying information covering local trade conditions. It will help you reach out for your share of this Christmas trade.

The Boston Evening American will carry your message to more people than all the other Boston evening newspapers COMBINED, and there are five of them.

The Boston Sunday American will carry your message to more people than any other Boston Sunday newspaper—and there are three of them.

The advertising rate of the Boston American is the lowest per line per thousand circulation in this territory.

Now is a good time to talk it over!

BOSTON AMERICAN

80-82 Summer Street, Boston, Mass.

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building

Southern Plantation Owners Are Prosperous and Live Well

You Can Not Cut Away From Results

"Have been on a little tour of investigation in Arkansas and taken the trouble to interview a few of the representative farmers. Most all of them not only subscribe to The Progressive Farmer and regard it as a publication of high character, but they read the advertisements and seem to be influenced by them. I asked questions without their knowing with whom I was connected, and on inquiring what farm papers they read, it was almost invariably The Progressive Farmer." I then asked them about roofing, and invariably their reply came promptly, "Certain-Teed Roofing."

GENERAL ROOFING CO.,

R. M. Nelson, Adv. Mgr.,

St. Louis, Mo., June 5, 1915.

"In our recent campaign in selling tents, covers and canvas specialties of all kinds, the very best mediums in the country were used. An exceedingly careful check was kept on the returns, and The Progressive Farmer, on unit cost, lead all the others so far that they almost were not in the running. Furthermore, it almost heads the list in quantity of goods sold the mediums were used which claimed several times your circulation."

ATLANTA TENT & AWNING CO.

Atlanta, Ga., Oct. 7, 1915.

"Our full-page Cotton Horse Collar advertisement in The Progressive Farmer 'Paid in Full.'"

"By a carefully kept record of results and cost of replies, we find your medium leading the large list of farm papers carrying the same advertisement. We need say no more."

COUCH BROS. MFG. CO.

Atlanta, Ga., Oct. 7, 1915.

"We have discontinued Mr. Stitt's advertising in all the papers except yours. He says, 'The Progressive Farmer certainly has the drawing power.'"

GARDNER ADVERTISING CO.

St. Louis, Mo., June 5, 1915.

"The Progressive Farmer is unquestionably doing the best and most helpful work for the farmer of any other farm paper issued in the South."

ORGILE BROS & CO.

Memphis, Tenn., Jan. 6, 1915.

"The Progressive Farmer is one of a few papers I make a point to look through from the big mass that pass through my hands."

H. E. HORTON,

Agricultural Commissioner
May 7, 1915 Chicago

THE country merchants, bankers, lawyers, and doctors in the small towns of the South own big plantations and farms. And that is their big business. They are the representative citizens in their communities and live well. *Their purchasing power is big, their needs are many and they are liberal spenders.*

Not only do they buy those commodities needed in their own homes, but they buy in big quantities the "supplies" needed for farm hands.

The European war has dynamited the Southern plantation owners into planting crops other than cotton, and diversification is booming as never before.

Pure-bred beef and dairy cows are being bought by the hundreds at big prices. Grain drills, reapers, mowers, binders and hay presses are being bought faster than some dealers can supply the demand.

One jobber in Memphis, Tenn., has sold over 70 tractors within the last five months and looks for even larger sales this winter and spring.

The seedsmen of the South did a record business last winter and spring. *Many of our advertisers dropped out of paper because we flooded them with more orders than they could fill. We can produce the proof.*

The pure-bred cattle sales in the South have been a wonderful success. Better prices have been secured than were secured in the average "Cornbelt" sales.

"WH
Th
a F
Th
a h

The
of th
tors a
tations
the av
thousa
busines
ture a
It rea
and wil
the Sou
and wil
prospect
States.

Agric
Men, Ex
men wh
of the S

No be
carried
Southern
in the fi
old adve

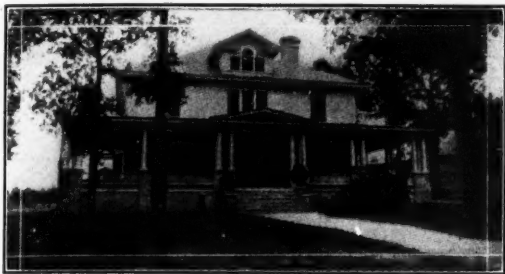
There
Farmer
columns
advertisi
of ruptu
and shoe
five stoc
a class
pecially,
its class

From
it follow
your pay
mers arc



George W.
119

"Where
There's
a Farm
There's
a Home"



The Progressive Farmer goes into the homes of thousands of country merchants, lawyers, doctors and bankers who own and operate big plantations—plantations that are as big as three of the average farms in Illinois. We have, too, thousands of prosperous business men whose businesses are directly dependent upon agriculture and *who read this paper to keep informed.*

It really is the South's Greatest Farm Paper and we can and will prove that even though you are not interested in the South as a whole we have individual readers who *can* and *will* buy the best of everything—they are as good prospects as the farmers in any section of the United States.

Men Who Know Endorse It

Agricultural Authorities, Government Demonstration Men, Experiment Station Directors, Country Merchants—*men who know*—will tell you it is the leading farm paper of the South.

Advertisers Prove It

No better proof can be shown than to say that we have carried more paid advertising in 1914-15 than any other Southern farm paper. Those advertisers who stayed with us in the first months of the war got splendid results and our old advertisers are coming back with improved conditions.

Clean as a Hound's Tooth

There isn't a fake advertisement in The Progressive Farmer for man or beast or fowl. We bar from our columns EVERY SPECIES of quack or objectionable advertising. Look at a copy! See for yourself the absence of rupture remedies, fake "free spectacle," cheap jewelry and shoddy advertising. We refuse patent medicines for live stock—much less human beings. Editorially it is in a class by itself in the South and it is the equal, editorially, of any publication in America—no matter what its class might be.

From Virginia to Texas it best serves the farmers and agriculturists of the South. It follows, therefore, that it best serves the manufacturers of America. *Put us on your payroll. We are already on your sales-staff selling your goods while your drummers are playing dominoes in the country hotels.*

Here are some of the big "General" advertisers who have so far confined their farm paper advertising in the South exclusively to the Progressive Farmer.



COLT Automatic



JELL-O

COLGATE'S

PETER HENDERSON & CO.



THE PROGRESSIVE FARMER

J. A. MARTIN, Advertising Manager
Birmingham, Ala., Raleigh, N. C., Memphis, Tenn., Dallas, Texas

George W. Herbert, Inc., Western Representatives
119 West Madison Street, Chicago

Wallace C. Richardson, Inc., Eastern Representatives
41 Park Row, New York City

Exhibit of Prize Posters in New York

Newark, N. J., Starts Her Anniversary Posters on a Country-wide Tour—Advertising Man Criticizes the Prize Winners and Shows Wherein Public's Mind Differs from that of an Expert

THAT the ideas of the public in advertising art may be quite different from the trained advertiser's viewpoint was demonstrated in the recently closed prize contest for a poster to advertise the coming 250th Anniversary Celebration of the founding of Newark, N. J.

According to one of the judges of the contest, the results of which were announced last week in *PRINTERS' INK*, the opinions of the judges as to the best poster, and the popular vote that was a feature of the contest, differed considerably.

Some 64 of the 143 posters submitted started on an exhibition tour November 15, going first to the Anderson Galleries in New York, where they will stay a week. Prominently displayed is the first-prize winner, by Adolph Treidler, of New York. This poster, somewhat sombre in its blues, grays and blacks, represents Robert Treatt, founder of Newark, directing the landing of his followers on the site of the present city. Treatt, in Puritan costume, stands high in the foreground with his finger pointing down, while some of his companions approach from below a hill, in the background of which rolls the bay.

That the casual observer may gather these facts, however, an explanatory inscription is found necessary, a cause of some comment as to the poster's complete advertising value.

This poster, according to present plans, will be made up in two small sizes, into an eight-sheet poster, and poster stamps, and will be displayed in prominent cities as far west as Pittsburg, to announce the celebration of Newark's anniversary, from May to October, 1916.

The poster that was the public's first choice, selected by popular vote and awarded a special prize of \$300, is a tall symbolic figure standing on a winged wheel of Fortune.

"Trust the uninitiated to select a design whose only advertising value is the printed name of 'Newark,'" remarked one advertising man present. "In other words, 'What has that to do with soap dishes?'"

This is a criticism that may well be applied to many of the designs submitted and on exhibition. Many of the artists evidently trusted to bizarre designs and color effects to put over the few words of announcement allowed by the rules of the contest, and treated of anything in their posters but the founding and progress of Newark.

The poster that earned the second count in the popular vote, however, shows that the people to some extent do appreciate real publicity value in advertising art. This picture has at the left a group of Indians crouched on a cliff and gazing down on a scene of modern Newark—"America's Busiest Corner," as the legend reads. This idea, in fact, furnishes the theme for many of the designs submitted, demonstrating that some of the contestants at least were careful to bear in mind that after all, the poster was to advertise Newark and Newark's Anniversary, and not their own special notions of handling color or designing the unusual. Many of the designs are symbolical of the development of Newark, from its beginning to its prosperous present, with skyscrapers and belching chimneys shown in conjunction with original inhabitants and figures of early settlers.

A long list of cities has already arranged to show the posters, and they are expected to be on the road for at least a year.

So successful has the competition been, that one other municipality has already written to the Committee of One Hundred, who have the anniversary in charge, asking details of the poster contest, with a view to adopting the idea itself.

How to Sell the Real Buyer

By Howard P. Ruggles

President, Ruggles & Brainard, Inc., New York
Representing the Standard Magazines

THE real buyer is always the consuming unit. The wife or the husband often makes the purchase when the buyer is really *the whole family*.

When the earning and buying power of a family represents the combined efforts of father, sons, or daughters, no sale is actually made until the family as a whole has decided what and where to buy.

This is especially true in buying the home and its furnishings, an automobile, a piano, a phonograph or a hundred other articles used by the family.

All the members of the family are consulted and often their combined earning power is represented in every important purchase.

There are many kinds of advertising mediums—newspapers, magazines, street cars, bill boards, trade papers, class papers—papers for men, women and children—papers for farmers, tradesmen, students, etc.—all having a different appeal and all lending themselves logically to the exploitation of certain kinds of commodities.

The standard magazine has an appeal to the family group—direct, pertinent, powerful and permanent.

The standard magazine is an acknowledged portion of the equip-

ment of every home. It occupies the place of honor and easy access on the library table. It is read at leisure, when the mind is free to grasp, and open to retain, new ideas on making the home more attractive, comfortable, livable and worthy of the sentiments developed and fostered within it.

No one really reads an advertisement when deeply engrossed in an interesting story, even if it is placed in an adjoining column. Advertisements are only read when the mind is free and open for interesting things to engross it.

The advertising pages of the standard magazines reflect the highest paid brains in real selling power, mastery of English and artistic expression. In no other place can so much ability be found concentrated. The censorship of the publishers against fraudulent advertisements creates and maintains the readers' confidence.

The standard magazine in both literary and advertising contents becomes a family habit.

The regular, steady, consistent advertiser in standard magazines creates a prejudice in favor of his products by ways and means of which the family group is unconscious.

His carefully prepared advertisements become in time a part

(Continued on fourth page of this insert)

(Advertisement)

PRINTERS' INK

STANDARD MAGAZINE PAGE



COPYRIGHT HART SCHAFFNER & MARX

Varsity Fifty Five

THE most popular young men's styles are the Varsity Fifty Five designs; a handsome one is shown here. The merchant who sells our goods has them for you. Pay about \$25.

The Style Book is ready; send your name

Hart Schaffner & Marx
Chicago Good Clothes Makers New York



**Hart Schaffner
& Marx**

Our label on clothes is
a small thing to look
for, a big thing to find

A Standard Magazine Page is $6\frac{3}{4} \times 9\frac{3}{4}$ —Big enough for any message.

How to Sell the Real Buyer

By Howard P. Ruggles

(Continued from first page of this insert)

of the common knowledge of every well regulated family.

"Everbody knows" what the advertiser has been and is saying.

That's why advertisements in standard magazines pay.

THE Standard Magazines here listed are the leaders in their field. One or more of these magazines are read in practically every first-class home in the country.

An Advertising Campaign in this group of magazines will make your product known in every nook and corner of the United States.

For \$3,417.50 per month you can have a full page in magazines with a total circulation of about 3,400,000 copies. For \$41,010.00 you can have a full page in each magazine every month for a whole year.

Such a Campaign would be powerful and irresistible. Consumers and dealers would know you were advertising. Advertising in this list of magazines is the most direct, the most powerful, and the most economical way of influencing the minds and habits of the best families of America.

Here are the magazines:

Cosmopolitan	World's Work
Everybody's	Review of Reviews
Munsey	Scribner's
Red Book	Century
Outlook	System

The rate for a page in black in these magazines averages about \$1.00 per page per thousand of circulation. The rate for a black page in the big-page National Weeklies, Magazines, and Women's Publications averages from \$2.50 to \$3.00 per page per thousand of circulation.

The rate for a page in color in the big-page publications averages \$5.00 to \$6.00 per page per thousand.

Through co-operation, the Standard Magazines are now offering

A New Color Service

at a cost of a little over \$2.00 per page per thousand of circulation.

The advantage of COLOR to attract attention, to interest, to create desire, needs no argument. Color conveys ideas. Color appeals to the emotions. Color will help you to DOMINATE.

A few pages will be printed each month in Four Colors on Coated Paper. It is necessary to arrange for this service in advance. Schedules are now being made up for next Spring and Fall.

Howard P. Ruggles
President

RUGGLES & BRAINARD, Inc.
200 Fifth Avenue, New York

(Advertisement)

in
ut
of
ck
al
o-
om
u-

in
ges
ou-

the
of-

per
ion.
to
to
ment.
ap-
will

nted
on
y to
ad-
being
and

ed
lent
Inc
ork

c
 r
 t
 t
 t
 v
 t
 t
 I
 e
 i
 v
 V
 v
 v
 T
 h
 T
 V
 l
 A
 A
 N
 a
 w
 w
 s
 g
 v
 v
 I
 S
 w
 a
 t
 o
 t
 h
 a
 f
 a
 w
 s
 m
 S
 t
 a
 —
 l
 C
 b

Advertisements a Famous Novelist Would Like to See

The Author of "Eben Holden" Makes Some Copy Suggestions for a Troubled World

By Irving Bacheller

I THINK of the revolving world as a monster printing press and of time as an endless white sheet reeling off a spindle on which all the news is imperishably recorded. Your great dailies are feebly patterned after this one. I think of the sun as the engine, of God as the general manager of the plant who pays particular attention to the advertising department and the training of his assistants. Charles Darwin, his star reporter, discovered fragments of one of the first issues of this cosmic journal. It was probably an early number in Volume I. This number contained what was no doubt the first advertisement. It reads as follows:

The great drama of life is now in rehearsal.
Thrilling Acts! Inspiring Scenery!
Wanted a male and female for the leading parts
Must be neat, cleanly and fearless.
Able to show a New and Nobler art of Acting.
No more acrobats or aerial performers are desired.
Apply at the Garden of Eden any day within the next 6000 years.

Since then all the progress the world has made has been the result of persistent advertising. A good many humbugs have been advertised into great success—the divine right of kings, for instance. In the early days they needed a Sam Adams more than we do now.

Of all the fake advertisers the world has known, the mighty kings and captains stand first. In history how their swords flash! How they swashbuckle and defy death at the head of their battalions! In fact, what arrant cowards they were. Of the whole list only two suffered the death they recommended—Gustavus Adolphus and Stonewall Jackson. The great militarists have been the safest men

in the world—always. Their prudence and caution has been unequaled. While tens of millions had their vitals torn out at their command, the Kings and Captains kept away from danger. Safety first was always their motto. Philip, Alexander, Cæsar, Charlemagne, Frederick the Great, Napoleon, lived prudently and died carefully, if, in some cases, prematurely, in the paths of peace.

BISMARCK'S MOMENTOUS ADVERTISING

The greatest advertiser in the modern world was Bismarck. When he was preparing for his coup of 70-71 he kept the press and orators of Germany harping on this one string—there is nothing so sacred as the call of the Fatherland and no fate so honorable as dying in its service. For a decade this sentiment was on every avenue that entered the Teutonic soul—you heard it in the pulpit, the theatre, the forum. You saw it on the banners, you read it in the public prints. It wove itself into the tender thought of youth until it became the salt in the blood and the marrow in the bones. That's what led to the fall of Sedan, the surrender of Metz, the siege of Paris, the most wonderful and terrible power in the world. To me it looks like pure advertising.

Now, the people were no happier, no better off than they had been—less so, indeed, for the bloody climax of 1914 was hanging over their heads. The King only had profited by the enterprise. He was a greater man than ever. Both he and the Iron Chancellor had decided to worry along without that death which they had so heartily recommended. They died on hair mattresses.

Amusing and prophetic advertisements may now be read in the

This article is based on Mr. Bacheller's recent speech before the Sphinx Club, New York, and has been revised by him especially for PRINTERS' INK.

great journal. Here are a few of them:

"Wanted a novelist in whose imagination a virtuous heroine could be safely trusted over night."

"Wanted by a bright young man a girl who has never been in the society of rakes and rouses in or out of books; a girl who understands that her feet could as properly enter a brothel as her brain. She might shake the dust from her feet!"

"Wanted jobs by a number of kings and emperors. Each has been in the service of God for a long term of years. Employer has closed. His house and gone abroad."

Here is a full-page display ad which appears daily:

WANTED BY THE PEOPLE OF EUROPE—
A GOD

"Not so hard to understand or so easy to influence that He can be the Friend of both sides in every Battle.

"Must never have associated with Kings, Emperors or Presidents in the business of disemboweling their enemies and seizing property.

"No Heavenly Emperor loving Flattery and Terror and the vain display of Power and magnificence is wanted. But an ever-just and loving and Fatherly God, Who will have no favorites and Issue no Special Licenses for Piracy and Murder."

WANTED BY ALL THE PEOPLE—A
SERVANT

"Born of those who serve and aspire

Who has known want and trouble
And all that passes in the Little
House of the Poor

Lonely thought, Counsels of Love
and Prudence

The happiness born of a Penny.

The need of the strange and
mighty dollar

And the love of things above all
its power of measurement

The dreams that come of weariness
and the hard bed

The thirst for learning as a great
Deliverer

Who has felt in his heart the
weakness and the strength of
his brothers

And, above all, the divinity that
dwells in them,

Who, therefore, shall have faith
in men and women

And knowledge of their wrongs
and needs and of their proneness to error

Humbly must he listen to their
voice as one who knows that
God will often speak in it

And have Charity even for his
own judgments

Thus removed, far removed, from
the conceit and vanity of
Princes

Shall he know how great is the
Master he has chosen to serve."

T. P. A. Shown the Necessity for National Advertising

"The manufacturer used to make what he pleased," declared C. C. Parlin, head of the Research Department of the Curtis Publishing Company, to the Technical Publicity Association of New York, November 11, "then he pushed it out to the jobber, who in turn pushed it out to the dealer, and the latter pushed it out to the consumer. That was before the supply caught up with the demand. To-day, however, supply has not only caught up with demand, but in many lines has gone past it. It is no longer possible for the manufacturer to make what he pleases, and push it out in the time-honored fashion. He must make what there is a demand for—what the consumer wants. He cannot afford to ignore the wants of the consumer; he must cater to those wants and must do his share towards shaping them into a demand for his particular goods, for if what he makes is not wanted he will go broke."

Mr. Parlin illustrated his talk by references to the research work his company has been doing, during the past four years, in the marketing of harvesting machinery, textiles, automobiles and food products. He pointed out that we have been going through an economic revolution without knowing it, and that the day has come when the survival of the manufacturer depends even more upon selling efficiency than upon efficient production. National advertising is no longer merely a possible aid to the manufacturer; it is an economic necessity if he expects to maintain his standing in his industry.

Death of Benjamin F. Kirtland

Benjamin F. Kirtland, of the Chicago advertising agency by that name, died last week. Mr. Kirtland was one of the veterans of the business, having entered the advertising business in 1884. Two years later he joined Lord & Thomas in Chicago, and was with that firm for over 25 years.



Two and one half times around the world every 30 days to deliver The Daily News in Chicago.

Every day The Daily News distributes over 375,000 copies in Chicago and suburbs (the total circulation is over 400,000). This great task requires a fleet of 34 automobiles and 65 wagons. Every thirty days these vehicles cover a combined total distance of 65,000 miles, or over two and one half times around the world at the equator.

The Daily News has a larger circulation in Chicago and suburbs, by over 100,000, than the next highest daily circulation, and has over 80,000 more than the highest Sunday circulation. As there are approximately 450,000 families in Chicago, you can readily see that The Daily News reaches practically *every* *worth-while* family in the city.

If you want to *cover* Chicago—use The Chicago Daily News—over 400,000 daily.



"A. B. C. Service"

Puts Circulation Facts Before You

If you could have one hundred men travelling all over the country gleaning facts and figures about circulations of the various publications in which you advertise, you would have just what we offer you in "A. B. C. Service."

Think what it would mean to you to have an absolutely impartial and exhaustive audit on the actual and comparative value of the various publications in all fields, giving quantity, qual-

ity and distribution—covering the same period of time. Each audit is exhaustive, and all are made on uniform, standardized blanks.

No advertiser or advertising agent who desires to place and plan his campaign on the highest basis of efficiency can afford to get along without "A. B. C. Service." He wouldn't think of doing so if he knew what information he was missing.

Why not post yourself today?



The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes over one thousand Advertisers, Advertising Agents and Publishers, in the United States and Canada, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.

AUDIT BUREAU OF CIRCULATIONS
15 East Washington Street, Chicago



25,000 Electrical Concerns in Joint Sales Campaign

Electrical Prosperity Week the Consummation of Co-operative Effort That Covers the Country—Manufacturers, Dealers and Central Stations Unite in Centering Attention on Electricity.

IT is estimated that close to \$1,000,000 will have been invested in advertising by the electrical interests of the country by the end of next week, which is the period designated as Electrical Prosperity Week. The sum can never be computed exactly, for the larger part of it is in the form of comparatively small amounts appropriated by dealers, contractors and central stations for use locally.

The Society for Electrical Development has itself invested less than \$100,000 in the campaign. This includes the cost of periodical advertising, the material prepared for the members' individual advertising, clerical labor—everything.

PRINTERS' INK described the formation and work of the society in the issue of May 27th and told briefly of the plans being made for Prosperity Week. The society was formed through the co-operation of electrical manufacturers, jobbers, central stations, dealers and contractors throughout the country and has for its purpose the expansion of the industry in all its channels. The "Week" was decided upon in January of this year as a method by which such expansion might be furthered.

The trade has been made interested by letters, circulars, booklets and pamphlets especially prepared for the particular branch that was being addressed. A monthly paper has gone out to the whole list and a weekly information sheet has been sent local committees, city authorities and the electrical-trade press.

All of this was undertaken so that the whole industry, if possible, might join in a week's united effort to tell the public of

the advantages to be gained from the use of electricity and—more than this—to "cash in" on the effort.

These are some of the things that have been accomplished, in the way of increased advertising:

The leading manufacturers will not only fasten attention on the co-operative movement in their periodical advertising, but they have also issued special booklets for dealer distribution. *Collier's Weekly* will issue an Electrical Number November 25th, which will contain the advertising of many of the manufacturers.

Central stations, dealers and contractors have quite generally been leading up to the special week by newspaper advertising. The Society for Electrical Development has prepared advertising such as eight-sheet posters in six colors, car-cards, window-cards and posters, and these have been sent to members without charge, where they agreed to put them to use. Thus 24,000 car-cards have been sent out and will actually appear in the cars. The Boston Edison Company requisitioned 3,350 of them, to use in every car in Boston; the Brooklyn Edison Company, 3,000 cards for use in all the cars in that city; the Philadelphia company likewise took 3,000 cards.

Of the other forms of advertising material which the society furnished, there were sent out 5,000 eight-sheet posters, 50,000 window-cards, 5,000,000 poster stamps, 2,000,000 folders, besides a quantity of muslin signs, lithographs and lantern slides.

HOW THE WEEK WILL BE OBSERVED

Many cities will put on an electrical show, participated in by dealers as well as the central stations. Others have prepared for parades, and in certain localities there will be flood-lighting of public buildings, special street illumination and in various other ways attention will be focused on the importance of electricity.

Louisville will have searchlights on high buildings that will flash colored lights for 20 miles. Sioux City, Iowa, will demonstrate new

uses of electricity on the farm. The Philadelphia City Hall will be flood-lighted and four electrically lighted floats will parade the city. The closing week at the San Francisco Exposition has been officially designated "Electrical Prosperity Week," and there will be a special electrical programme each day. In Buffalo the city monuments will be flood-lighted and the central station will return \$175,000 to customers in the way of rebates.

These are but a few examples of the methods to be employed to center attention on electrical current and appliances. It is not the intention to enhance the celebration features of the week at the expense of the sales features. The primary purpose of all the co-operative activity is to sell current, sell appliances and fixtures and to wire buildings where at present there is no wiring.

The E. P. Remington Agency, Buffalo, N. Y., has appointed Alex F. Osborn business manager. Carl J. Baliett continues as general manager.

An Oleomargarine Appeal

The John F. Jelke Company, Chicago, has started its fall campaign on Good Luck Margarine, with some new ideas in educational work.

More copy is used than in former years. The housewife is told that every ingredient is used on her own table or in her kitchen every day, and that she should serve it not only because of the low price, but because it is wholesome and healthful.

This unusual suggestion is offered: "Serve to-night. Don't tell the folks about it. Note their satisfaction and delight and how much they relish and enjoy Good Luck. After that they will want it all the time." This argument is used in an attempt to overcome the prejudice that some people have against Margarine.

The A. B. C. Trophy

The Audit Bureau of Circulations has issued rules governing the contest for a silver trophy offered at the annual convention of the Bureau. The contest is open only to representatives of publisher members. Its award will be made to the publisher-member representative who secures the largest number of new members for the Bureau by the date of next summer's convention.

Members secured will count whether they are regular, associate or local advertisers, or regular or associate advertising agents.

We did it!

Always on the job.

Katz papers gained everywhere.

E. Katz Special Advertising Agency

An organization of salesmen who sell.

NEW YORK

KANSAS CITY

CHICAGO

Every month for more than two years, the

Daily Oklahoman

has marched steadily forward with strong gains over the corresponding month of the previous year. Our October record is the climax of a long series of monthly increases.

Oklahoma, on September 1st, was surpassed in crop conditions by only one other state. Business in all lines was exceptionally good in Oklahoma. Jobbers and retailers throughout the state report business that is breaking all records:

HERE IS OUR RECORD:

	Agate Lines
October, 1915 - - - -	533,162
October, 1914 - - - -	420,868
Total net gain - - -	112,294
Local net gain - - -	64,848
Foreign net gain - - -	47,446
	112,294

We offer advertisers a field that is rich in marketing possibilities. We cover this field with a paper that is exceptional in its strength, in its size as compared with other papers in the state and in the volume of advertising that it is carrying, local and foreign.

Manufacturers of products of all kinds—here is your exceptional market. Advertisers—here is your exceptional medium. Your prospects for returns are better nowhere. A stronger, better read, better edited newspaper to carry your copy cannot be found in Oklahoma.

THE DAILY OKLAHOMAN

4th and Broadway

Oklahoma City - - Okla.

SPECIAL REPRESENTATIVES:

E. KATZ SPECIAL ADVERTISING AGENCY,

Harris Trust Building,
Chicago, Ill.

15 Madison Square North,
New York City.

FRANKLIN L. MILLER,

612 Waldheim Building,

Kansas City, Mo.



Mr. Horatio Bottomley,
Editor of JOHN BULL.

The hour brings the man. This, the most stirring hour in History's pages, has brought to Britain's service the pen of this man whose very name thrills the people of his country much as that of Napoleon moved the people of France. He is the Editor of the weekly journal

JOHN BULL

whose sales prove our words.

	Per week
May average	999,153
June average.....	1,050,671
July average.....	1,130,628

The present rate of \$500 per page will only be in force for a limited period. Full details gladly mailed on request.

PHILIP EMANUEL

Advertisement Manager

ODHAM'S, Ltd.

93 & 94 Long Acre London, W. C.

Advertising a Raw Material

(Continued from page 8)

with respect to a list of names of prospective house-builders which we secured from many different sources.

"A small list of architectural mediums supplies us with inquiries from architects which we answer with a letter and a booklet on 'One of Your Problems and the Way Out,' which begins: 'Do you know any other profession in the world that gets as much *free advertising* as yours? Isn't it a fact that every building you put up is a standing advertisement for you for the rest of your life?' and then goes on to a technical discussion of zinc and paint and formulas. Copies of 'Painting Specifications,' worked out by the company's painting experts and covering every phase of the paint question, were also offered in a form that permits binding in with the architect's own building specifications.

"Painters who answered the trade-paper advertising got a tastefully designed special booklet, entitled, 'Zinc That Made a Painter Rich.' It tells briefly the story of LeClaire, the painter of Paris, who first introduced zinc paint to France. They also received two other booklets, one containing the names of makers of prepared zinc paint, and the other the names of those who grind American process zinc in oil. This last is zinc for the painter's own use in case he mixes his own paints. A copy of the 'Painting Specifications' was offered if he desired it.

THREE OTHER BOOKLETS

"Three other booklets, on 'French Process Oxide of Zinc,' 'Enamels and Enamel Paints,' and 'Flat Interior Wall Paints,' were sent out inquirers who wished the particular information they contain.

"Of course, the consumer advertising reached a large proportion of the paint grinders, dealers, architects and some of the painters. Before the campaign got

under way, we made up a portfolio of the exhibits on a stretcher of stiff paper enclosed by boards, decoratively lettered in red and white, and presented it to the paint grinders in the hope, as we said, that they would see the advantage in their advertising of putting more emphasis on zinc.

"The same idea was used this year, except that we laid out a full year's campaign instead of one for nine months, that we enlarged the lists of mediums in all classes, and that we ran small 56-line advertisements in our consumer advertising for eight months and pages for the April, May, September and October numbers.

"The small advertisements were addressed to the man with a house, but the large ads invited architects and painters also to send for booklets. At the bottom of each page advertisement was the invitation: 'For big contract jobs, consult our Research Bureau.'

FARM, TECHNICAL AND TRADE PAPERS

"The farm papers carried 56 lines double half the year and 56 lines single the rest. The architectural magazines displayed half pages for a full year, with an unusual amount of white space. The painters' trade papers also carried half pages for a portion of the year.

"The consumer campaign used 26 magazines with a total circulation of 7,400,379; the farm papers, 22 mediums with 3,319,000 circulation; the architects', five papers with 48,500 circulation and the dealers' and painters' trade papers, eight mediums with 28,700 circulation.

"As before, the campaign was laid out in an attractive stretcher portfolio and sent to the 200 grinders with an invitation to them to use more zinc, grind and sell it apart from paint for use of painters, and also to co-operate in advertising it.

"About a year ago we started two intensive direct advertising campaigns that have not only assisted in producing very satisfactory results, but have attracted a great deal of attention outside as well as in the field and in the

(Continued on page 98.)

THE AYER & SON ADVERTISEMENT (Concluded)

it. When we stop to consider that this is more than double your crop of six years ago, we marvel the more at your still latent agricultural possibilities.

Your verdant fields are dotted with "lowing kine"; the braying of your three hundred thousand mules would, just now, sound better to Kaiser Wilhelm than all the Grand Opera he ever listened to, and the contented grunts of your two million hogs give blessed assurance of a well-stocked smoke-house, with plenty to spare for market.

There is a hungry market for your yellow pine, in the production of which you rank third among our States.

You have thriving cities—Natchez, Vicksburg, Jackson, Columbus, Greenville, Meridian and Aberdeen—and many live towns with bright futures.

You have good schools and newspapers; good transportation facilities, and good reason everywhere for growth and increasing prosperity.

You have strong inducements for manufacturers, not only of your raw products, but of articles which are indigenous to anywhere that creative brains and enterprising capital exist.

It's up to you, Mississippi. You have every opportunity to grow and establish yourself among the richest States of the Union. Will you do it?

We believe you will, and we are willing to invest our time in studying the problems of any of your present manufacturers who wish to know how to harness up Advertising to speed them along in their race for success. We have helped many other southern manufacturers to spread the demand for their products far beyond the limits of their home States.

N. W. AYER & SON
PHILADELPHIA

NEW YORK BOSTON CHICAGO

printing, and advertising field. PRINTERS' INK and other trade papers have referred to them. One of these campaigns was on the architects and the other on the painters.

"The campaign on the painters came first in point of time. First,

we sent out an inquiry folder to 16,000 master painters, asking them to answer eight questions as to whether they used zinc in various ways and what their experience was with it. They were to fill out and tear off the blank form and mail it. A booklet was offered to those who replied.

"The folder was an attractive one in black, red and white, and to this attractiveness we attribute the fact that so large a proportion — 13½ per cent — of the painters, who are not what might be called a correspondent-class, replied. By far the larger proportion of those who answered said that it paid to use zinc and told of the proportions used, which varied from 10 per cent to 100 per cent, with about 25 per cent the most popular proportion.

"This was valuable information for us. Some time after we had received it we held a convention of paint grinders at our plant in Pennsylvania. We invited the whole industry to attend. We had these 2,171 reply cards from the master painters pinned up on

the walls of our gymnasium for the grinders to see. They covered one side of the gymnasium and half of another. We had thought them an interesting and curious exhibit but one would not have suspected the grinders would find them so absorbing that they would

spend a large part of their time studying them.

FOLLOW-UP SERIES

"This questionnaire was followed up by a series of ten mailing pieces sent out to the master painters at intervals of two weeks. The first piece told them the result of the inquiry. It had a deep border reproducing seventy or eighty of the replies in miniature, but still large enough for the answers, signatures and addresses to be deciphered. These no doubt proved almost as interesting to the painters as they did to the paint manufacturers. They could read them only with difficulty, but judging from what we heard, that must have intensified their curiosity."

The mailing pieces for painters referred to by Mr. Clopper differed in size and character. Some were more interesting than others, and provoked more comment. One of

the best was "A Primer for Painters, in words of one syllable on the use of zinc in paint." For instance:

"See the Paint-er! See the

The dazzling whiteness of painted houses in France is due to the fact that these houses are painted with

zinc

But whiteness is only one of the qualities which Zinc gives to paint. As a real help to you "One of Your Problems" has been written and will be sent.

The New Jersey Zinc Company
Room —, 55 Wall Street, New York

ARCHITECTS AND BUILDERS COULD
HARDLY HELP READING ADS LIKE
THIS IN THEIR MAGAZINES

A SIGNIFICANT LETTER

From Our "Boys and Girls" Dept.

DEAR AUNT JANE:

This is my first letter. I am twelve years old and live on a large farm of fourteen hundred acres. We own a 35-horse power Minneapolis engine and an Advance separator. We have a corn shredder and a steam plow. We have a large elevator that will hold a lot of wheat. We also own a large touring car which I like to run very much, but I never run it alone. Father has a little Ford. I have one sister and three brothers. My sister is three years old and her name is Marion. My brothers' names are McClellan, John and Stephen.

Your niece,

Stratford, S. Dakota.

ATHA GRINOLDS.

It is characteristic of children to talk about the family possessions, and a reading of the letters reprinted in a single issue will give a clear idea of the typical subscriber and the farm homes of

"The Two Leading Farm Power Magazines"

**The American Thresherman
and Farm Power**

Published Monthly on the First

Gas Review

For the Gas and Oil Engine User

Published Monthly on the Fifteenth

CLARKE PUBLISHING COMPANY - Madison, Wis.

NEW YORK

INDIANAPOLIS

CHICAGO

Paul W. Minnick, Marbridge Bldg.

J. B. Parker, 2002 Central Ave.

J. C. Rogers, Hearst Bldg.

**PARSONS
OLD HAMPDEN BOND**

The paper you'd have if you made it yourself for yourself

GOING back over our paper-making experience since 1853, we have gathered together in this little book—"How to Test Bond Papers"—a series of easily made tests that enable ANY man to judge paper quality ACCURATELY. The booklet is handy, well illustrated, and comes with test samples of *Parsons Old Hampden Bond* Free to paper buyers who will ask for it on the firm's stationery. Simply address

PARSONS PAPER COMPANY, Holyoke, Mass.
Ask your Printer about PARSONS OLD HAMPDEN BOND

PARSONS
HOLYOKE, U.S.A.

A Timely Issue On A Timely Subject

Pumps, Condensers and Cooling Systems, or water handling in the power plant, is the subject upon which the January 1st, 1916, number of

PRACTICAL ENGINEER

will be specialized.

Embracing in textbook form, a subject of intense interest to all power plant men, it has a permanent advertising value to all manufacturers of power plant equipment and supplies whose advertisements are printed therein.

Its timeliness and usefulness assure a permanent place for it in the library of every one of the 22,500 Engineers who will receive a copy of it.

Make your reservation today. Write for a copy of the prospectus containing full information regarding this important issue.

TECHNICAL PUBLISHING COMPANY

537 So. Dearborn Street
CHICAGO ILLINOIS

Paint-er paint! Does the Paint-er put joy in his work? Ah! So he does. He also puts Zinc in his Paint. Can you all Spell 'Zinc'? 'Zinc' is not a very Hard Word. Still some Paint-ers find it Hard to Spell."

The cover was made up in imitation of the Colonial primers, with illustrations travestying the old-time wood-cuts.

AND THE AMUSING FOLDER

Another piece, eleven by three inches, folding lengthwise into an unusual shape for the mails, featured a play at "Painters' Theatre"—"To-night, The Big Success—'One Word'—Popular Prices." The cast is a Painter and a Householder. Enter Painter, r., to Householder, c.

Painter (bowing): Morning.

Householder: Morning.

Painter: Work?

Householder: Please.

Painter: Today?

Householder: Surely.

Painter: Where?

Householder: Porch.

Painter: Color?

Householder: White.

Painter: Good!

Householder: Why?

Painter (holds up pail): See.

Householder (looks in pail): My!

Painter (pointing at paint): Bright.

Householder: Very.

Painter: Lasts.

Householder: Splendid.

Painter: Weatherproof.

Householder: Why?

Painter (smiling): Secret.

Householder (appealing): Tell.

Painter (relenting): Well—

Householder: What?

Painter: Zinc.

Another was a "moving picture" piece, a small folder of 32 pictures in succession, entitled "The Turning Point, or How Mr. Spectrum Got Rich." Mr. Spectrum is the painter who learns through experience the virtues of zinc paint.

THEORY OF HUMOR WORKS OUT

"These and other humorous folders," said Mr. Clopper, "are accomplishing for us with the painters what purely reason-why argumentation would never effect. Certain of the folders were more serious and there was serious matter in the booklet. The message we had to deliver was, however, so simple that our chief

work was to get it remembered and considered so that the painter would at last come to try zinc for himself and learn the truth about it. That this has been the effect of the series we have learned by the returns, by the inquiries of our men and by the increased business from the grinders.

"We have been keeping on at this list and gradually raising the percentage of replies. As fast as we get favorable replies we send the painters a suggestive little card for correspondence use which reads: 'We are among the many painters you have read about who use Zinc,' and we offer a large display card for their office to those who write.

"The series of mailing pieces sent out to the list of 8,000 architects naturally was different. Architects, like the members of other technical professions, are somewhat difficult to get a rise out of. But they are human and we figured they could be reached by something a little out of the ordinary. We sent them ten mailing pieces at intervals of two weeks. Each one had its brief message introduced by an amusing and unhackneyed anecdote illustrated in a fanciful way. These are the pictures and stories that have been so widely noticed. They have had a really astonishing reception from the architects. The paper stock, it should be added, was of the best and both envelopes and enclosure calculated to enlist the naturally fastidious interest of the profession."

A MORAL FROM MARK TWAIN

The picture, story and moral are all so much a unity in these mailing pieces that they cannot be reproduced piecemeal without mutilation of the effect, but here is part of one that perhaps suffers least:

Mark Twain was once reproved by his wife for having made a call on a lady in their town without his necktie. So he mailed her the necktie accompanying it with the words:

"This, madam, completes my call."

If you really want zinc used in the paint applied to your work, you must specify zinc at the time you specify the paint and see that the contractor uses zinc when he does the painting.

The Theatre Magazine

is a dominant feature in the advertising world. The editorial appeal is to a wealthy, intelligent and cultured class. That the Theatre class circulation pays advertisers is proven by the volume of gain, according to PRINTERS' INK figures:

October

Lines

1914 . . . 7,954

1915 . . . 11,298

November

1914 . . . 9,660

1915 . . . 11,300

December

1914 . . 10,940

1915 . . 20,328

THE THEATRE MAGAZINE

8 WEST 38th STREET,
NEW YORK CITY

The Theatre Magazine never works in "Bits"—it covers the subject from box-office to stage.

You cannot complete your specification after the paint is all on by ordering the contractor to send around a keg of zinc.

Research departments are an old story in many lines, but then there are research departments and research departments. Some are merely a name and others are maintained at great efficiency and at no little expense. PRINTERS' INK has had occasion to refer editorially to the Zinc Company's Research Bureau as one of those which give real service.

The kind of information that house-owners and architects would like to have about zinc paint is naturally as to what kind of paint should be used on given surfaces and how it should be applied. This would include all kinds of considerations of proportions and combination, all kinds of work and climatic conditions.

RESEARCH DEPARTMENT'S EXPERIMENTS

To determine the facts, the Research Bureau of the zinc company has conducted a large number of experiments extending over many years and has arrived at specific formulas for all sorts of jobs in all sorts of places under all sorts of conditions. It is prepared to advise the architect who wishes to figure on a big contract job, and the householder who has only a porch or barn to paint. It knows what should be done on a seaside hotel and also on a public building in the alkali country.

The specifications, printed on a sheaf of legal size which may be bound up with an architect's specifications, are also provided to anyone who wishes it.

The Bureau furthermore directs the attention of every inquirer to the Educational Bureau of the Paint Manufacturers' Association of the United States, which has literature on paint.

Now, as to the results of the two years' campaigning with national, trade, technical, farm paper and mail advertising. No direct returns could be received. But the business has largely increased, very much beyond what was expected for it during the time. In addition, the sentiment among paint manufacturers and

painters has greatly improved, now that it is seen that consumer advertising must tend to make work for the painters and grinders. A considerable number of manufacturers are featuring zinc and the zinc company's advertising in their own mail matter going out to painters and dealers. Altogether, the campaign has more than met expectations and it is probable that it will be widened and the advertising increased for the coming year.

Good Argument for Storage Eggs

The Produce Division of the Indianapolis Board of Trade has started an educational campaign on "Ray-Lite" Eggs. The copy tells the housewife she can have her choice of "Ray-Lite" Refrigerator or "Ray-Lite" Fresh Eggs, but there is no reason why she should not use "Refrigerator" eggs for practically every cooking and table use. They are six cents a dozen less.

This advice is followed by the following information about eggs: "Ray-Lite Refrigerator" eggs are selected, stored, handled and inspected in a way that removes the objection to ordinary storage eggs.

"Most eggs are laid in a short period in early spring, but eggs are consumed the whole year. Storage is a necessity. Without it only the rich could buy eggs. The Ray-Lite label guarantees you eggs that have been refrigerated at exactly the right temperature, under ideal conditions of ventilation, humidity, etc. Use them freely for every purpose, except, possibly, boiling and frying. They are just as healthful, just as good as newly laid eggs. Your grocer has them."

A Change of Mind

It's come at last. A serious drama advertises: "In sheer dramatic intensity the third act surpasses any scene in —." And thereupon it proceeds to mention a popular film in the movies. The burden of proof has been reversed. The motion picture used to be thought presumptuous in its claim to an interest as keen as that of the legitimate; now the spoken play pleads humbly that it is as enthralling as the movies. —*Collier's Weekly*.

Emil Durr Directs Separator Company's Sales

Emil Durr, formerly advertising manager of the Hart-Parr Company, Charles City, Ia., has been elected secretary of the Milwaukee Separator Mfg. Co., Milwaukee, Wis., and will supervise the company's sales and advertising work. A campaign will shortly be launched in agricultural mediums.

Some Wonderful Results

During the last two weeks two large experimental advertising campaigns were successfully tried out in



without the use of space in any other mediums. THE GLOBE undertook the responsibility of making good single-handed in both cases.

A NEW FOOD PRODUCT—"Wheat Meats") absolutely unknown to anyone except its manufacturers, through three half page and three quarter page advertisements published in one week, and THE GLOBE's service back of the advertising, found a sale of 15,600 packages, the first week, and increasing daily.

A REAL ESTATE ENTERPRISE (Wood, Harmon & Co.) submitted a piece of suburban property for the investigation and examination of THE GLOBE, and after its approval by THE GLOBE, spent \$800 in advertising in THE GLOBE and sold over \$30,000 worth of certified lots in two days. No other advertising was used in connection with the promotion.

Hundreds of similar incidents proving the amazing results THE GLOBE is giving advertisers will be gladly shown to anyone entitled to the information.

Over 1,000,000 lines ahead of 1914

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

Ars Artium Servatrix

BY ART WE SERVE.

This motto fits us exactly. Our plant equipment enables us to show you that the Printers' Craft is also an ART.

Unlike most printers our staff is stable which means that we have gathered within our ranks good workmen and true; the merit of which is proven by the class of work we deliver.

"CONFOUND THAT PRINTER!"

How often have advertisers thundered that, or a stronger term, when their best copy was spoiled by poor display or bad printing. When the first proofs of that wonderfully designed catalog came to hand, absolutely misinterpreted, cuts placed wrong and composition poor.

You are taking no such chances when you send your printing to us.

Satisfied customers have built our business.

We print booklets, handsome catalogs, magazines in large editions, process color printing with exceptional character and quality.

CHARLES FRANCIS PRESS

TELEPHONE 4090 CHELSEA

30-32 W. THIRTEENTH ST., NEW YORK CITY

Knocking Down the Wall of the President's Private Office

This Advertising Manager Made a Substantial Place for Himself After He Won the Confidence of Executives

By C. C. Casey

A CERTAIN advertising manager in a very large and well-known organization, started at little more than "nothing a week" and gradually worked up, in a few years, to being very nearly the highest-paid man outside his president's office.

When he first took the position, he analyzed the requirements of the work in his own department and balanced his several abilities and his different training against those requirements.

By applying himself to the task, he soon built up his weak places, so that after completing the special reading courses he laid out for himself, he fairly and critically worked out charts which showed him a little better than equal to all requirements.

This process took a year, and while cash profits were shown in the appreciation of the men higher up, he came square up against the problem of whether his opportunity was *there* or elsewhere.

In the process of looking ahead, he very sensibly looked to the very maximum development of his then present position before looking into so-called "green pastures" over the fence.

He found that the company was spending about as much as he could hope to sell them on spending at that time, or in the near future, and that this expenditure could hardly warrant the big salary he hoped ultimately to get.

The "advertising appropriation," however, is not the limit of *advertising expenditure* in any business, and, knowing this, he proceeded to find out what the company was *spending* for advertising.

He put down every different function of the business where any sales, publicity, or prestige-building effort was being exerted. Every one of these functions,

from letterheads and monthly statements to the uniformed door-keeper, was analyzed to see how much was being spent and how efficiently.

He very soon discovered that there was advertising in almost every function of the whole business, and that advertising directly or indirectly affected almost every department, from financing to factory equipment.

The inspection service, for instance, in the factory as well as in the customer's office, was almost wholly advertising, because it was planned to build and hold prestige and therefore to help make sales.

Manufacturing, again, was directly affected by advertising and directly affected advertising in a dozen ways, because everything from the original design of every article to the enamel finish and gold-lettered trade-name on the finished article had to be executed with prestige and *future* sales, as well as *present* sales, very much in mind.

Collection methods, the paying of bills, and even the hiring, training and firing of help in factory, office and selling force, all had a direct bearing on sales, because they all affected good will.

As the analysis proceeded it seemed that even so remote a thing as the "office-boy's lunch" had a prestige-building, therefore an advertising, viewpoint.

THE ALL-EMBRACING DUTIES OF A REAL ADVERTISING MANAGER

So if he was to be manager of the company's advertising, he must really be manager of the company, *advertisingly* speaking.

His opportunity had grown in a few days from the manager of a limited department and its local functions, to a company executive

whose duties and responsibilities were limited not at all.

Mentally, he turned his "siege guns" of future plans on the walls of his own department and mentally tore them down.

So instead of looking for a department with wider "acreage" and higher walls, he had discovered that what he needed was to expand the little department he already was in and to make it include all the other departments of this business.

As most advertising men readily will see, such expansion was not an over-night proposition. It involved many things, not the least of which was the expansion of himself.

When an executive has acquired the slothful mental habit of thinking of "advertising" as writing flowing sentences, it isn't always easy to convince him that it extends even to financing the business or helping to design a new factory building. Such an executive couldn't "see" that and he couldn't even be talked to on it. Yet, financing, for instance, is almost wholly a matter of confidence (prestige and good will) between the management and the financial world.

And in the same way, the president of a company who looks upon his "advertising manager" as a "literary genius" who "dictates copy to his own fingers," cannot see him as an aid in managing the business.

So the advertising man's plans included many things, the first of which was to prepare himself, in training and information, for each kind of work his "new position" would require, and second, to build up and educate the viewpoint of "the powers that be" on what an advertising manager should be, as well as how thoroughly *he filled* those requirements.

I have known many advertising men who, if they ever suspected such possibilities in such close proximity to their position, would build stone walls around themselves by proving their lack of judgment and ability, while scrambling to prove the opposite.

I know one high-salaried advertising man in a big corporation who handicapped himself just that way by going off at a tangent on dozens of suggestions on executive problems before he was given credit for knowing how to do anything but write word pictures.

Thus he acquired the reputation in the organization of being "erratic." He "knew" too many things which no advertising man could possibly know—from the viewpoint of the men whose "painful duty" it was to *sit on him*.

The trouble, of course, was that he jumped headlong at each new opportunity, without stopping to analyze either the opportunity or the state of mind of the men he would have to *sell*. He assumed ignorance on their part—rightly, perhaps—but in the wrong direction. He couldn't distinguish the difference, in the viewpoint of the management, between lack of information on how to *apply* advertising to factory architecture, for instance, and lack of the information that such an application was *possible*.

So when he made suggestions for definite changes in the work of other departments, to add advertising value to their functions, he was automatically turned down because it was, to those other departments and to the company officials, highly ridiculous to think of applying "literary genius" to architecture.

ADVERTISING AS RELATED TO OTHER BRANCHES

But not so with this other advertising man. His plan included a thorough and searching analysis of every phase of every idea before he let any idea get to any other man.

He worked on the basis that the most important qualification of the advertising man is *ability to analyze*, to find and see *to-day* the thing which other men will not suspect until you show it to them.

In other words, his policy was to find out *now*, at least, the things which the other man in each deal has known, or thinks he has known, all the time. With this information in hand he was bet-

Printers and their Specialties

Advertisers Can Consult with Profit, this List
of Printers, When Planning their Next Job

If you want more than **JUST PRINTING** give us a chance to talk to you. While there isn't a Print Shop in the land in which better printing is done, we are particularly proud of our ability to supply selling ideas and to give a booklet, catalog, folder or any other piece of advertising literature, an artistic and winning appearance.

Our Book,
"Tapping The Dealer On The Shoulder"
will be sent on request.

THE MOORE PRESS, INC.,
30-38 Ferry St. New York

We are proud of our shop,
our organization and our
Typographic Service

*We invite your inspection
—you can then judge for
yourself what we can do.*

C. E. RUCKSTUHL, INC.
Typographic Service
27 EAST 31ST STREET, NEW YORK

BOOKLETS Many of
and America's
CATALOGS prominent
advertisers
and adver-
tising agen-
cies like the George Batten Company,
J. Walter Thompson Company, Frank
Seaman, Inc., Federal Agency and
others, requiring High Class Booklet
and Catalog Work use the

Charles Francis Press
Printers of PRINTERS' INK
30 WEST 13th STREET, NEW YORK

MANY of our customers
are the large buyers
of printing whose patron-
age is evidence that work
and prices are right.

THE KALKHOFF CO.
216 West 18th Street, New York

WE do the type of printing
required for the handling
of such subjects as

*Kodaks Automobiles
Pianos Musical Instruments
Expensive Fabrics Jewelry
Machinery, etc.*

READ PRINTING COMPANY
HIRAM SHERWOOD, PRESIDENT
106 SEVENTH AVE., NEW YORK

Ad Composition
Day and Night Service



In response to the requests
of a number of our clients,
we have established a night
force in our composing room.
The same diligent care given
to ad typography during the
day will prevail at night.

A. COLISH, 106 Seventh Ave.
New York City

**"CROWELL
QUALITY"**

Let us show you what this
means when you have a job of
binding. We do every kind
of cloth, leather and paper work
in quantities. Established 1834

THOMAS Y. CROWELL CO.
426-428 West Broadway, New York

**Color Plate Engraving and
Color Printing**

We operate the largest establishment east
of Chicago and most modern and complete
in the country. **Large edition color
printing** is now successfully executed at
much reduced prices, placing high-
grade color illustrations within the reach of
all. Direct by Mail advertising rendered
more efficient by using our service.

Estimates Cheerfully Furnished
ZEESE-WILKINSON COMPANY
424 - 438 West 33rd Street, New York

The Biggest Issue in Five Years

According to figures compiled by Printers' Ink, the November World's Work (with 28,672 lines) carries more advertising than any issue in four years — since December, 1911.

The same figures show a gain for 1915 over 1914 averaging nearly 2,000 lines per issue.

After 15 months of war and abnormal conditions, The World's Work presents a record of steady growth in advertising, in circulation, in prestige. It is no "war-bride," but rather, as a reader put it, "it's a *he* magazine."

The World's Work

Doubleday, Page & Co.
11 W. 32nd St., New York

ter able to see how much of his idea was new to them.

In this particular big corporation, and the same is true in all even ordinarily large businesses, it was impossible for any man, whether general manager or office manager, to keep in close personal touch with all employees. So even *managing* had to be *conducted by mail*, and therefore even managing was advertising.

NOVEL INVESTIGATION THAT WAS WORTH WHILE

One of his ideas was to use weekly pay envelopes as a "house magazine" to carry good-will-producing thoughts to employees.

To illustrate his plan to get beyond his own department, a few details on his methods of submitting this idea will serve a good purpose in this article:

His first move was to investigate the history of the company's pay envelope, when the envelope was adopted, what different kinds of envelopes had been used, what they had cost and would cost under present conditions, who was responsible for the policy of allowing cheap clothing advertising on the envelopes, whose ideas had molded the company policy in the past and who had made the decisions, and, if those men still were with the company, whether they knew anything about pay-envelope policies in other businesses.

This extensive research was supplemented with a couple of hundred letters to other big corporations asking a dozen or more questions along similar lines.

When all this information was assembled, he was in a position to make a real honest-to-goodness analysis of the possibilities, costs and handicaps of the pay-envelope "magazine."

It is remarkable what can be done in the way of analysis of even so simple a thing as this, by a man who knows how to analyze, to dig to the vital roots of business problems.

When he had finished his analysis, he prepared a concise report and suggestion in which he put his figures and statistics in pictorial form, so that all his data were

interesting and graphic as well as convincing.

Most advertising men will say that a large part of this elaborate analysis and the careful preparation of the recommendation were unnecessary on so simple and obvious a thing as a suggestion to put a weekly "talk" on pay envelopes.

Of course, it was unnecessary. The executives who would say "yes" or "no" on this proposition were men who were too busy to think of such a thing, maybe, but shrewd enough to instantly see the possibilities without argument, once it was suggested to them.

But that would only have been putting over a suggestion to aid the management. It would not have been showing knowledge of the business. It would not have been showing that he was an executive himself, that he knew something about the problems of management, and the problems of labor and of manufacturing. And most important of all, the ten-word-note plan would not have enabled him to show that he knew how to *analyze* and how to get at the real roots of business problems. And that he was the man to *carry out* this recommendation.

It was *not* an *idea* he was passing along. The idea was only a "vehicle" to carry the first big bomb in his campaign to spread his influence to *all* the company's advertising.

That was why he not only worked out all the details on the possibilities of using pay-envelopes, but why he also worked out the plan for *doing* it—to the very last detail, even to the writing of the copy for the first twenty weeks of the envelope campaign. It wasn't necessary for the management to ask a single question, nor to turn the plan over to the office manager for him to "look into it."

What the advertising manager wanted was to show, not only that the *idea* was *good*, but that he having worked out every detail was the man to *carry out* the plan.

That it worked out as he had planned, and that it brought him into very close personal touch with the president of the company

Two-for-one value in Suburban Home Advertising, for January only.

An extensive campaign for new subscribers permits The Garden Magazine to offer 55,000 circulation in January. Half of this is excess circulation, for which advertisers will pay nothing. Each copy will go to a suburban home owner, and will stay for months as a manual of garden and grounds subjects.

Always A Little Giant for Mail Order and General Advertising.

Few circulations are made up of larger buyers, and fewer still are as responsive to advertising.

Decorating and Furnishing subjects are covered by James Collier Marshall's Inside the Garden Home department, which includes expert service to readers and shopping facilities.

The Garden Magazine

Doubleday, Page & Co.
11 W. 32nd St., New York

on one very vital phrase of management, proved that he was really *planning* and not merely jumping around in an erratic effort to show that he didn't have enough work to keep him busy.

Having climbed over the "wall" of the advertising department into the president's private office, it was easier to get in on other advertising problems. But in every instance, he made his suggestion the occasion for a very careful investigation and analysis and made that investigation and analysis the basis of his suggestion and of the detail plan for carrying it out.

PROVED HE WAS NOT ERRATIC

It was never his idea to force some other department manager to respect advertising, nor to apply advertising principles second-hand to some other department's problems, but he was laying his plans to *take over* every function of the business in any way related to advertising.

And every suggestion showed not merely that some changes were possible in Department 29, for instance, but that *he* was qualified to *make* those changes and that it was his work. However, to head off any possible feeling of jealousy he never openly asked for a given piece of work, nor openly claimed it as his own. Rather, he showed himself so thoroughly able to handle it, by demonstrating his complete knowledge of the question, that he just naturally was the only man to handle the plan.

In three years his salary had tripled and he was made vice-president in charge of advertising, with his authority extending to every department of the business. He had so thoroughly demonstrated that almost everything done in the business had an advertising angle to it that almost nothing was done until he was consulted and his suggestions added.

One of the things he had found weak in his first analysis of himself was "tact" and respect for all other men's feelings, and this was one of the first qualities he built up. And he built it up solid, for

even in his advancement from the management of a second-rate department to vice-president and advertising head of *all* departments, he won and held the good will of the departments whose advertising functions he took over.

This advertising man's opportunity was no greater than the opportunity which *every* advertising man has, except, possibly, that he already had a little position in a *big* corporation. Every advertising man has it in his own hands to train himself and make of himself as much in his own business as this man did in this big business, and, just as this man probably will be president of his business some time, no such advertising man will be limited by the size of any one business.

The advertising man is the one man in the average business whose opportunity is unlimited, and he often is the one man best trained to analyze and assemble the problems coming his way which affect advertising. If he cannot analyze, he has it in his power to learn *how* to analyze—or to stay a small man in a big job, for analysis is the biggest requirement not only in advertising work but in business management.

Everything is possible to the man who *knows* or who *knows how* to find out.

Straus and Ingersoll Give Opposing Views on Stevens Bill

Percy S. Straus, of R. H. Macy & Co., New York, and Wm. H. Ingersoll, of Robert H. Ingersoll & Bro., interpreted the Stevens Bill from their respective view-points before the Retail Merchants' Division of the Providence (R. I.) Chamber of Commerce, November 8. After the set speeches, the meeting was thrown open, and both speakers were asked to explain certain phases of the bill which have been in controversy between the National Retail Dry Goods Association and the Fair Trade League.

Cleanser Advertising in Newspapers

"Climatene," a water softener and household cleanser, made by The Climatene Company, of Canton, Ohio, is being advertised extensively in newspapers. It sells through the grocer at ten cents a package, or three packages for twenty-five cents.

When Heads Agree

"I would be all adrift," said the President, "if I cut loose from about the only real conviction I have preserved through forty years in business—faith that a trade mark protects the buyer."

"To me a trade mark means that a manufacturer has so standardized his processes and materials that he has the confidence to come out in the open and tell all the world that he makes the goods, believes in them, is responsible for them and stands back of them."

"The fact that every sheet of Hammermill Bond is watermarked is all that I want to know about the paper."

"All convictions about trade marks aside," put in the Treasurer, "the fact about Hammermill bond which interests me is that we save about \$1,000 a year by using it for all office needs."

"I have seen a good many concerns blow up because of excessive enterprise, but I never heard of one being wrecked by economy."

"I may not add much to the progress of this concern, but my tight-fisted economy has served in several squalls as a pretty useful riding anchor."

"As to that," remarked the Purchasing Agent, "I haven't the reputation of being a very liberal buyer, but I consider one thing to be of even more importance than low price, and that is to be able to get the goods when I want them. What recommends Hammermill Bond to me is that the selling agents carry big stocks of it in all important business centers and an enormous reserve stock is carried at the mill. I never yet had a job held up because the printer couldn't get the paper."

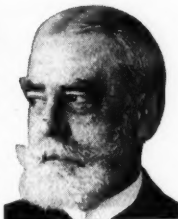
"You all miss the main point," said the Advertising Manager, "which is that Hammermill Bond is a blamed good paper and is made in twelve colors and white and in three finishes—Bond, Ripple and Linen. It is adapted to all of our needs so we are able to standardize on one quality of paper, which means a lot in an advertising department. If you want results in printed matter you must have quality in the paper."

Let us send you a big Hammermill Bond Portfolio. It will help you a lot in buying printing.

Hammermill Paper Co.

Erie, Pa.

Use Hammermill Safety Paper for Checks



HAMMERMILL BOND

"THE UTILITY BUSINESS PAPER"

I Know Merchants

I have worked with them, lived with them, studied them. I know how they think, what they want, and how they buy. I know the "Abe and Mawruss" as well as the John Wanamaker.

I Know Merchandise

My experience includes first-hand selling knowledge of many lines commonly handled by the department store and dry goods trade. This has been rounded out by a year in the advertising department of one of the largest magazine publishing houses. Much of this time was devoted to trade investigation.

I Know Merchandising

I have managed salesmen, handled branch offices, directed publicity work. I have placed window displays with thousands of stores. I know what really can be expected of advertising as a sales force, and how to secure maximum value from every dollar invested.

My present business connection is too restricted. I want to change. I have no one dependent upon me, and, therefore, would be able to consider a comparatively small present provided it offered a big future.

Some organization will find me a profitable investment. Is it yours?

"Merchandise," Box 358, care of Printers' Ink

The Valuable Work a "Good Will" Man Can Do

Instances Showing What He Can Do That a Salesman Cannot Do as Well

By James A. McClelland

TEN years ago a young man resigned his position as a clerk in a small department store in a prosperous Iowa town and opened up a variety store. For seven years he experienced the usual ups and downs of the young retailer, but prosperity descended upon him, and with it came a certain carelessness in merchandising methods. He neglected at times to clear out slow-selling lines. He overstocked and carried other lines that were not staple. His display methods grew stale and his selling methods lost their pulling power.

At first he felt no handicap from the stored-up, inactive capital which accumulated. Business was healthy in other lines and the momentum carried him over.

Then came the chain store to compete. A big five- and ten-cent store, backed by millions of liquid capital and directed by the skilled brains of a brilliant organization, opened three doors away. In three months the business in the variety store took a slump that stunned its easy-going proprietor and even set the wheels of inquiry buzzing in the credit department of a big wholesale house 300 miles away in Chicago.

This wholesale establishment had a paternal interest in the variety store. It had fathered the little fellow in its early infancy. In recent years it had shared the variety store's business with other competitors, but the account had always been a healthy one, prompt in payment and totaling to a sizeable sum annually. The advent of the chain store was soon evidenced, however, by an overdue account, returned drafts and a dismal shrinkage in orders.

This wholesale house employs no salesmen. It sells by catalogue direct through the mail. It caters to the small variety store with

thousands of specialties and staple lines sold at close prices. What it lacks in the personal point of contact, provided by a lively sales force, it makes up in other ways. One of these is its corps of "Good Will" men—a selected force of trained specialists who know the variety-store business from tooth-picks to piece-goods. Each of these men has his own particular territory in which he visits the firm's customers at varying intervals, not for the purpose of selling goods, but for the sole purpose of studying the individual store's problems and helping each merchant build up his business on a sound, successful basis.

The trouble in the Iowa variety store was not unexpected news to the Good Will expert in charge of that territory. He had frequently advised the merchant to rectify his methods, but these warnings had largely gone unheeded. An overnight journey brought him to a merchant dazed by the sudden loss of business and threatened loss of prestige and credit, and who was only too willing to accept expert help and suggestions. It was significant, however, that the variety merchant was himself unable to suggest practical ways and means to combat his dangerous competitors.

LOOKS AT PROPOSITION IN ITS TRUE PERSPECTIVE

A stock inventory initiated by the Good Will man soon revealed quantities of practically "dead" stock. Among other things several dozen antiquated lamp chimneys were unearthed. Since they had been purchased the town had almost wholly turned to the use of gas and electricity. Evidently no effort had been made to clear them out at the proper time. A considerable stock of candles showed similar carelessness.

"The Evolution of Business Stationery"

A small booklet
giving a new
view-point on the
Letter-head
question. That it
is also an adver-
tisement of our
Corporation
Bond
makes it none
the less
interesting

*It's worth reading and
It's Free*

SEND FOR IT NOW



J. E. Linde Paper Co.

88 Beekman Street
NEW YORK

Quantities of other dead lines, governed by long-past fashionable tendencies, were discovered. The list was long and disheartening. The merchant was at first opposed to the ruthless disposal methods proposed by the Good Will man, but eventually the unsalable stock was either sold, destroyed, or given away and only the new, quick-selling stock remained.

Then an entire re-arrangement of the store equipment was started under the Good Will man's direction. Here natural skill, matured by wide experience, worked wonders. Counters were re-grouped, shelving re-arranged and a liberal supply of paint and varnish gave new atmosphere to the store. New fixtures were wired for and installed, and effective display methods adapted, backed by a definite system, which left nothing to chance in making them part of the store's daily routine.

In less than ten days the Good Will man had transformed an antiquated institution, which had almost succumbed to the chain store's first blow, into an energetic competitor which has grown faster under two years' competition than it did in the previous three years with the field to itself. And to the Good Will man's methods the wholesale house gives credit for one of the largest and safest accounts on its books.

The Good Will man has now a place in many lines of business, although his advent is of very recent date. Three years ago the John Hartlepool Company, of London, England, sent to this country a suave, diplomatic representative of pleasing appearance and charming personality. This gentleman had no samples of the building specialties made by his employers. That he knew the nature and use of each word goes without saying. He confined his operations, however, to the more social side of the business. He entertained the firm's customers, discussed building problems in a practical way and soon earned an enviable reputation as a helpful travelling compendium of useful knowledge. Incidentally, he accepted no orders and spent more

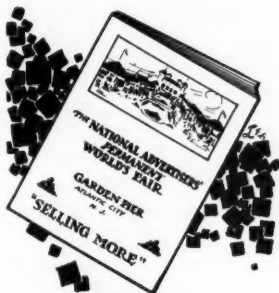
time with architects who could specify his firm's goods than with those who actually used them. The net result after three years' work has been the creation of a trade-wide feeling of good will and respect for what would otherwise have been a small specialty line of unknown value and no popularity.

The same idea has been since adopted by most of the big steel companies who fabricate structural steel material of all forms. The United States Steel Corporation pioneered the way with a corps of special emissaries to architects, big construction companies and builders. The independent companies quickly followed, and many of the large paint, cement, roofing and brick manufacturers have adapted the idea in various forms.

SELLS THE HOUSE TO RETAILER

In dealing with retailers the Good Will man has a special value that few manufacturers have as yet realized to the full. In no sense does he compete with the salesmen. Rather he paves the way for easy selling—by *selling the House and it's Policy to the merchant and leaving the salesman to sell the goods*. His greatest asset is that he does not enter the scene looking for orders, but comes rather as a helpful builder of business who temporarily and without charge places himself at the merchant's disposal. Even the most popular salesmen find it necessary to force sales to achieve increases. Dozens of salesmen thus competing create for themselves and each other a continuous front of opposition on the part of department heads which often blocks the exchange of useful ideas. The Good Will man gets past this opposition by the simple expedient of having nothing to sell.

The H. W. Gossard Company, of Chicago, embarked on a campaign of education to dealers two years ago with the object of improving conditions in corset departments, teaching proper methods of fitting corsets and improvement in sales-work by retail saleswomen. Various means were



**this book
is on
the press—**

**—reserve a copy
by writing today
to suite 1001-07
286 Fifth Ave—**

**it is loaned to
the executives of
manufacturers
of
Standard American
Products
who believe in
"America First"
and in building
and keeping
NEW markets.**

**PIER REALTY & HOLDING CO.
925 N 3rd Street PHILA.**

**over \$2,000,000 capital
back of this idea**



provided by which these ideas could be given expression in a simple practical way. One was a moving-picture film which was largely a demonstration of scientific corset-fitting. Another was a series of ready-made plans for staging a style show in a retail store. Still another involved the establishment of a school for training corsetières in fitting, selling and advertising corsets.

The Gossard sales force was carefully schooled for these purposes in the best-known methods of promotional work, but when faced with the problem of convincing a dealer that he should rent a theatre, issue tickets and stage a Gossard moving-picture show at his own expense the percentage of results was small. It was the same with the other ideas.

GOOD WILL MAN STRENGTHENS THE SALES FORCE

Then Frank H. Fehlman, the Gossard advertising manager, adopted the Good Will man idea and went out into the field himself in that capacity. The difference in the dealers' attitude and in the results was astonishing. He was soon followed by a second Gossard Good Will man and all the dealers in large cities were visited in turn. This work broke the ice and enabled the sales force to put the Gossard plans into effect in smaller towns.

Hart, Schaffner & Marx, the Chicago clothing house, have an expert Good Will man who fills a very important field. He is an expert in the retail selling of men's clothes. Practical experience has given him a certain prestige in this work which wins a ready reception for his suggestions and plans for the firm's customers. His work has a special value as the Hart, Schaffner & Marx line is mostly confined to one store in each town, and thus it becomes necessary for this Good Will man to develop each retailer into as efficient a sales factor as possible. Many of these retailers first have to be educated away from the old idea of carrying a stock of many lines at various prices and taught the advantages of specialization and con-

centration on one line at a fixed range of prices. Here again the salesman, whose advice as to qualities and prices would be readily accepted, invariably meets with the prejudiced idea that he would be expecting too much of a retailer in suggesting the handling of his line to the exclusion of all others. The Good Will builder, on the other hand, appearing as a sincere, merchandising specialist of broad experience and assured success meets no such prejudice, and by sheer tact and the clever use of his opportunities achieves results that would seldom, if ever, be realized.

The future of the Good Will man is assured. He would be more generally known and understood if necessity did not demand that his work in individual cases should be kept a secret between himself and the merchant. Frequently some important executive is the ideal choice for the purpose, but usually it has been found best to select a man who has more of the customer's viewpoint, combined with sound analytical ability and none too technical a knowledge of the goods, prices or discounts. Where the goods are sold through retailers the Good Will man must be an expert on retail sales-building and every angle of store service, selling, advertising and management. He may have to be put through a special course of training for the work, but when he arrives he proves his worth.

Standard Oil's Competitive Copy in California

The Standard Oil Company of California has based an advertising campaign in that State upon the recent disastrous fire which swept the town of Ardmore, Okla., and which originated, it is claimed, from an explosion in a railway tank car filled with gasoline made by compressing natural gas. The Standard Oil Company markets a product known as "Red Crown" gasoline, a straight-run refinery product.

A 56-inch advertisement reproduced a letter from the vice-president to the president of the company, commenting on the dangerous character of compressor gasoline, and recounting the history of the company's experiments with this product. Some time ago a plant was erected to test this type of gasoline, but on the conclusion that it was dangerous the experiment was abandoned.

Wanted

A Strong Man

ONE of the largest producers of low priced motor cars desires the services of an advertising executive. Must be a strong man, capable not only of writing forceful selling copy, but also to co-operate with the sales department in promotion and sales work. None but men who have demonstrated fitness for big work and can show proof of its successful accomplishment will be considered. Salary conditions are secondary to the company. All communications will be considered confidential.

Here is a real opportunity for the right man.

Address:

"MOTORCAR MAKER"
Box 357, Care Printers' Ink

Easy-chair Theorizing—No!

THE city editor of a daily newspaper conceives an idea for a story, gives out his assignment, and has the story written—all in one day.

The average interval between the origin of a PRINTERS' INK story and its publication is a matter of weeks rather than hours.

Today we receive through the mails a catalogue from an advertiser. We ask him a question or two. His reply suggests more questions and presently a half dozen interesting points have been raised.

The advertiser mentions sources of fuller information—his agent, a particularly responsive dealer, a thorough-going jobber. A staff man follows up these leads, uses his own acquaintances with trade papers, buyers, dealers and

jobbers to verify every detail. The experience of others in our office with similar or parallel stories is utilized.

Then comes the actual writing. With all the facts at hand conclusions are formed—but these, too, must be checked up. Easy-chair theorizing has no place in a PRINTERS' INK story.

From first to last the story has consumed a fortnight, a month, perhaps a year, in preparation. It has turned up a dozen other leads; has brought us close to new sources of information. It has been checked for accuracy throughout its growth, and from the time the first germ of a story was discovered in the advertiser's catalogue to the appearance of the article the dominating question has been, "What is there here to *help* manufacturers who are now advertising or who *might* be advertising?"

PRINTERS' INK

PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell*

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, NOVEMBER 18, 1915

Building Faith in Advertising

One of the advertising clubs, a short time ago, had up for discussion the question as to the source of the greatest amount of waste in advertising. Such things were mentioned as lack of co-operation between sales and advertising policies, unscientific methods of determining appropriations, and the like; but an agency man hit the nail squarely on the head when he declared that the greatest source of waste was the lack of faith in and understanding of advertising as a business force. Far too much time, he said, and too much effort is spent by advertising men in the endeavor to give their principals a fair comprehension of advertising as it really is. In many organizations the time thus spent is fully equal to that which can be charged up to productive work.

We are inclined to think that the agency man was right. The old, old notion that advertising consists merely in the production of copy and pictures survives in many quarters. It is hard to con-

vince some business men that an advertising or sales policy requires as hard thinking and as careful handling as a manufacturing process or a financial operation. The man who would not change his shop routine except upon the weightiest reasons will sometimes alter his advertising policy over night on the strength of a clever solicitation. He would not think of adding a new product to his line without discovering whether or not it infringed some patent, or without comparing it with other products in the field, or figuring on the necessity of new machinery to produce it: yet he may inaugurate an advertising campaign without ever considering that it involves questions of trade-mark rights, dealer and jobber co-operation, price-maintenance, the education of salesmen, the careful comparison of methods used by others, and even, in many instances, unfair competition and the anti-trust laws. That an advertising decision frequently involves the consideration of all those factors is a conception to which the business world still needs to be educated, and the work of education is as much a part of the advertising man's task as the writing of copy or the purchase of printing.

Now, we on the editorial side of PRINTERS' INK, are continually facing the same problem. We are endeavoring week by week to present a true picture of advertising as it really is. With more than 12,000 circulation, PRINTERS' INK is doing part of the work which otherwise would all have to be done by the advertising agent or the advertising manager. The man who reads PRINTERS' INK regularly is not so likely to be confused by a brilliant solicitation backed by a superficially clever line of copy or to wave his agent aside when the latter refers to the necessity for an investigation of dealer sentiment. He is not likely to be quite so sure that his business is "different"—so "different" that, if he happens to be in the hay and grain business, he will refuse to consider the standing or the experience of an agent who has not actually handled a hay

and
will
that
paign
juror
dising
with
ufact
severa
agent
to get
ers
purpo
believ
which
doing
educat
stand
given
count
Ad
ificati
a mo
seems
adver
come
row.
never
comp
least
as be
seize
the u
tising
that,
care

Je
Get

Co
secur
Princ
elry"
the a
paper
class
press
the s
const
desig
a wh
direct
caus
tion
has
elry
war
or w
tion
butio
No

and grain account. In brief, he will probably appreciate the fact that a successful advertising campaign cannot be drawn from a conjuror's hat and that a merchandising policy is not to be tampered with any more readily than a manufacturing process. We know of several important advertising agents who make a special effort to get their clients to read **PRINTERS' INK** regularly for that very purpose. There is no use, they believe, in duplicating the work which **PRINTERS' INK** is already doing, and the less time spent in educating clients up to modern standards, the more time can be given to efforts which will actually count in the making of sales.

Advertising in all its broad ramifications is not to be grasped in a moment. That which to-day seems to be entirely outside the advertising man's province may become of vital importance to-morrow. The work of education is never done nor is it likely to be completed in our generation at least. The most that we can do, as believers in advertising, is to seize every opportunity to increase the understanding of sound advertising principles. Having done that, faith in advertising will take care of itself.

Jewelers Getting into Bad Company

The gentlemen connected with the jewelry trade who are back of the campaign to secure publicity for "The First Principles in the Wearing of Jewelry" are somewhat incensed at the action of the American Newspaper Publishers' Association in classifying their propaganda as press-agency. It is nothing of the sort, they declare: it is a great constructive and educational work, designed to benefit the trade as a whole. Further than that, it is directly in the public interest, because it gives valuable information concerning a subject which has hitherto been neglected. Jewelry is an important item in the wardrobe of the well-dressed man or woman, and authentic information concerning it is a real contribution to general knowledge.

Now, **PRINTERS' INK** has not the

slightest desire to question the motives of the jewelry people or to discount their sincerity. But they ought to realize, we think, that the same argument has been advanced in justification of dozens of campaigns which were nothing but rank attempts to secure space without paying for it. It has been advanced so often that it has utterly lost whatever force it may once have had—and it never had very much. It is perfectly obvious to even the most guileless publisher that the ultimate purpose of the campaign is to sell more jewelry at a profit. And that fact puts it into the press-agent class irrespective of lofty motives and sterling sincerity.

There is such a thing as giving an advertising dog a bad name, and the advertiser who travels in bad company cannot expect credit for good morals. The jewelers have gotten into bad company and must share the general reputation. It may be unjust in their particular case, but it will stick just the same. We would like to see the jewelers' campaign removed from the company of press agents before it is too late.

Growth of the Co-operative Idea

W. H. Bowker, chairman of the American Agricultural Chemical Company, and one of the oldest fertilizer men in the business, is strongly recommending a campaign of education in the use of commercial fertilizers, rather than the advertising of the merits of particular brands. It seems that the work of the commercial fertilizer people is being hindered here and there, by interests which have succeeded in scaring the farmers by representing that commercial fertilizers are "stimulants," rather than plant foods. It is peculiarly a problem of the industry as a whole, for the farmer who is converted to the opposing theory is out of the market for commercial fertilizers, no matter what brand they may carry. Mr. Bowker wants the scientific facts about commercial fertilizers spread upon the record, and urges manufactur-

ers to join hands in the effort to get those facts into the minds of consumers.

Further than that, Mr. Bowker would have the industry adopt standard directions for the application of the product.

"To that end," he says, "if permissible under State laws, I would wire to each sack a tag giving explicit directions. We must not be selfish in this matter, for we must remember, that if a farmer fails in the use of a competitor's brand, it indirectly hurts the sale of our own brand. Common directions will help individual manufacturers as well as the industry as a whole. This is a kind of co-operation in which the industry should engage."

In last week's issue was published a list of the more important articles on co-operative advertising campaigns, which have appeared in *PRINTERS' INK* during the past five years. From a study of that list it is readily apparent that the idea of using the power of advertising to promote the welfare of whole groups of producers is rapidly growing. The accession of so important an industry as that represented by Mr. Bowker is further proof of the inherent soundness of the co-operative idea.

An Index of General Prosperity

Better than the rosier reports of prosperity from any one group of industries is the following record of equipment purchases which we reprint from the *Railway Age Gazette*. As an index to general business conditions it speaks for itself, for it really reflects a widespread tendency, and is not merely the result of boom conditions in certain industries or in certain sections of the country.

"The Equipment and Supplies column in the general news department of the *Railway Age Gazette*," we read, "is once more beginning to look like 'good old times.' In the issue of October 22 the column reported orders for no less than 90 locomotives, 6,800 freight cars and 74,500 tons of rails, making the third week in October the best thus far this year,

with the exception of the third week in May, when the Pennsylvania placed its order for 50 engines and 16,145 cars. But in the issue of October 29 the record of the week before was shaded into insignificance. There were reported orders for 177 locomotives, 12,889 cars (counting only the orders since confirmed) and 40,000 tons of rails, omitting the Pennsylvania's order for 173,000 tons of rails, which came to our attention but a few hours after the paper had gone to press. It is interesting to observe that the orders for new locomotives reported in these two issues of the paper had a total value of approximately \$8,000,000; for passenger cars, \$240,000; for freight cars, nearly \$20,000,000, and for rails (including the Pennsylvania's order), \$3,000,000; a total of \$36,000,000 in contracts for rails and new equipment awarded by the railways of this country in a short space of but two weeks. Records kept by this paper show that the orders for locomotives, for domestic service only, this year to October 29 totaled 1,005, as compared with 848 reported to the end of October, 1914; that the domestic orders for freight cars totaled 71,398, as compared with 67,820 up to October 30 last year, and what is most important, that for the first time in 1915 orders for locomotives and freight cars passed those of 1914 for a like number of weeks."

Now, as everybody knows, the railroads of this country are not themselves unduly prosperous, and are hardly likely to be buying \$36,000,000 worth of equipment unless the traffic it must serve is actually in sight. Furthermore, railway maintenance expenses have been pared to the bone, and any increase is doubly significant on that account. It means that the increased traffic is really at hand—not merely promised—and an increase in traffic means an increase in business over a wide area and in a multitude of various lines.

Frank L. Craft, of the *Chicago Daily News* and previously connected with the *Chicago Examiner*, has been appointed advertising director of the *St. Louis Star*.

G
ar
Adv
ness
pro
amo
bus
LIF
in i
larg
care
LIF
real
LIF
entit
LIFE
B. F.

Getting and Holding

Advertisers advertise to get business. To hold the business their product must have merit. No amount of advertising will hold business if the goods fail to please.

LIFE advertises to get business and in its 33rd year is enjoying the largest business in its ancient career.

LIFE gets and *holds* business, the real proof of real merit.

LIFE's next advertisement in Printers' Ink will be entitled "Necessary Mediums."

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

I Know the Hardware Business Thoroughly

For ten years I was connected with the Simmons Hardware Company—from shipping-room to sales force. For five years past I have been with a large Eastern hardware factory. I have made a study of merchandising problems and methods, and I am positive that my knowledge of these things is surpassed by few men in this country.

I have a conviction that I can make myself of great service to a progressive advertising agency that feels the need of a man who can not only sell space, but who can advise clients on their problems of sales and distribution. I know hardware manufacturers that could be induced to advertise in a big way if an agency could help them with their merchandising problems as well as their advertising problems.

The purpose of this advertisement is to get in touch with an agency that can utilize my services. I know the selling game. I know advertising. Let me show you how I can use my knowledge and experience to make money for you and for myself. Address "Hardware," Box 359, care Printers' Ink.

An organized force or a few stragglers?

Which do you depend on to cover the Pacific Slope?

Are your goods given indifferent mention by an occasional salesman? Or are they presented by trained salesmen covering the territory regularly and giving careful attention to your particular line, fully conversant with its selling features, your history, your policies and your advertising?

Our organization can help more manufacturers.

"EBERHARD SERVICE"

The Geo. F. Eberhard Company

SAN FRANCISCO
LOS ANGELES SEATTLE

Who Will Choose the Articles of Lasting Interest?

LAVORIS CHEMICAL COMPANY

MINNEAPOLIS, MINN., Nov. 3, 1915

Editor of PRINTERS' INK:

The Gundlach article in the last issue of PRINTERS' INK was splendid. I wish it were possible to have more articles of this nature.

I think the majority of readers of PRINTERS' INK will tell you that the contents of the magazine are decidedly valuable. There is but one reason why there are not more bound volumes in existence—that is bulk. It has always seemed to me to be regrettable that there is not some way in which the good articles could be preserved and I have often wondered why the "meat" of an issue could not be placed in the center section of the magazine, with the advertising, articles of passing interest, personal comments, etc., in the front and back pages. This would give a subscriber the opportunity of removing and saving the valuable part of the copy and destroying the other. I cannot see that it would weaken the value of your advertising pages for the reason that 99 per cent of your subscribers are advertising men who have sufficient curiosity to want to know what is on every page of an issue.

I am well aware that the man on the outside likes to tell the other fellow how to run his business. Some years ago I wrote you regarding the indexing of the contents and I judge that others must have made a similar request as PRINTERS' INK has been indexed for the last three or four years. If the plan I have outlined above is practical from the make-up man's viewpoint, a straw vote from a reasonable number of your subscribers will tell you whether the average reader would appreciate the change.

G. W. NEILSON,
Ass't. Sec'y & Treas.

Building Up a Dealers' Mailing-List of Dealers

A novel method of building up a mailing-list was used recently by the Lord & Burnham Company, builder of greenhouses, when it was advertised in the trade journals that on a special mail-order an offer was being made of free sash, in addition to a low price on the goods. It was explained that the free sash would be given only to those who ordered on the yellow slip which was sent out to those on the mailing-list. Those who were not on the list were urged to send in their names, so as to be sure of being eligible for the extra goods. A coupon was provided on the page, and the returns were said to be very satisfactory.

Wm. L. Schwartz Goes in Business for Himself

William L. Schwartz, recently circulation manager of *Puck*, has joined with Mitchell J. Levin in forming a periodical publicity service and magazine agency in New York.

Newspaper
in

THE C
Hico

Editor of

In your

Gundlach

verising,

With m

to say, I

I believe

important

degree.

Possible

to secur

assert th

cessful y

agree wi

portant.

—but it

terest in

"Yes

tract att

user beg

there wo

that adv

an asset

The t

have a

goods ar

It sim

been my

advertis

other th

two of

editor to

S

Ferry

Fe

Walla

as adve

Pine A

will con

dent of

tising

The ad

Associa

Schott

ager w

Schott

directo

Ward

Chica

Chic

say th

is the

are pl

Associ

to pus

The w

cago I

tion.

B

The

pany,

space

promo

cracke

ments

title c

Established 1906. Incorporated 1910

The Little Schoolmaster's Classroom

THE Schoolmaster was listening to a rapid-fire talk on mental development and scientific salesmanship—one of those inspirational, entertaining and somewhat instructive addresses in which the secret of human success and the code of successful salesmanship are reduced to a few principles and charts that are sketched on a blackboard while the speaker talks. "One-fourth is in what you say—three-fourths in how you say it," declared the speaker, and the Schoolmaster mused over the question of whether this was really a scientific statement. The exponent of scientific salesmanship then told how on one occasion he had his prospective purchaser—a seasoned business man—actually in tears through the power of "appeal to the heart." Finally, after putting much emphasis on the value of accurate analysis, the speaker asserted that "we are only ten per cent efficient mentally." It is not likely that there are many people in this world who have a right to believe that they are 100 per cent mentally efficient or even close to that, but there is probably as great a difference in mental efficiency as in physical efficiency, and it is rather loose reasoning to class all men together as "we" and put down one percentage for all. Furthermore, it would be interesting to know what method of analysis can be applied to determine whether one's mental efficiency is 20 per cent, 40 per cent or 60 per cent. A speaker's argument for accurate analysis is sure to fall to the ground when his own statements will not stand analysis.

* * *

"Dr. Osler on Tuberculosis," is the headline of an advertisement that probably does quote exactly what Dr. Osler had to say about one phase of pulmonary disease. By careful wording, the inference is built up that the preparation advertised meets a condition named by the eminent physician in connection with the treatment of tuberculosis. Actually, the adver-

tisement does not set up the claim that the patent remedy is a positive cure for tuberculosis, but its indirect claims are probably more appealing to victims of the Great White Plague than a bold, direct claim would be. The continuance of that kind of copy indicates that the ever-hopeful consumptives send on their dollars. And there seem to be hundreds of publishers who froth over the death of a few people on the torpedoed liners but see nothing wrong in aiding in the deception and the earlier death of invalids who suffer the misfortune of being readers of their publications. If there is anything more cruel and outrageous than consumption-cure advertising, the Schoolmaster has yet to hear of it. If the bald facts were not before us, it would be hard to believe that any publisher or advertising man would want to pay for his cigars or his golf privileges with dollars wrung from that source. How long, O Lord, how long?

* * *

An independent copy-writer whose solicitations contain an inference that the prospect's present copy is not effective receives some replies that show irritation. The usual response is something like this: "We think we know a little something about advertising but if we are all wrong, just write us better advertisements than those we are using and we will consider doing business."

The copy man is diplomatic and replies in about this manner:

"I didn't say that your advertising was altogether bad. Read my letter again and see if I did. I made the point that a page of space costs you just as much whether the copy you put in it is 50 per cent, 75 per cent, or 90 per cent strong."

"I intimated that your copy could be improved, if more time and work were put on it, which I think you, on second thought, will readily agree to."

"I'll tell you a little secret. I

don't solicit the work of people whose copy is very poor. Those advertisers—if we can call them such—are not far enough along on the road of progress to understand what I am driving at. It would take too much time to make them see the light.

"But you know the value of good copy. You are advertising

aggressively. But I imagine that considerable of your copy has to go out in a hurry just because there is no one in your employ whose sole job is to make your pages, half-pages and other spaces as full of selling power as possible. Am I not right?

"Now, as to your invitation to send on a few better advertise-

This Is a Promise

Sure as shooting we must soon raise the advertising rates of GOOD HEALTH. This seems a sad state of affairs but it is created by the fact that our circulation is literally and actually "on the jump." Each incoming mail brings us more subscriptions and the daily weight has got to be such that the letter carrier has "a mad on" most of the time. I know you know how badly this makes me feel and, because I appreciate your sympathy, I am going to tell you confidentially that, for a brief period, we shall accept orders, and contracts for one year on the basis of the present rate card. If you have mislaid yours, write for another at once. It is a beauty, and I shall like to have you frame it and hang it up in your office where you can see it every time you look up from your desk. Will you do this? If so, write me at once.

J. Dwight Brewer, Advertising Manager, GOOD HEALTH
1811 West Main Street Battle Creek, Mich.

CAST
IN TYPE
METAL



CUT
DEEP AND
SHARP

You can have your trade-marks and advertising devices reproduced in type metal by our Adcut Process at nominal cost.

Adcuts are type-high and deep cut. They are cast on uniform bodies, and consequently give better service than electrotypes.

Many of the biggest advertisers in the country are using Adcuts.

For any design possible to reproduce satisfactorily the price begins \$8.50 per hundred, and increases according to size. Send for circular showing many designs that have been made by the Adcut Process.

ADCUT DEPARTMENT

American Type Founders Company

300 Communipaw Avenue, Jersey City, N. J.



"GIBBONS Knows CANADA"



Probably no other national periodical of any character reaches a clientele with so high an average purchasing efficiency as

THE BREEDER'S GAZETTE

Established 1891 "The Farmer's Greatest Paper" 1/10¢ per Year
Senders Publishing Co., 542 South Dearborn St.
CHICAGO, U.S.A.

Member Audit Bureau of Circulations



GEORGE W. HERBERT, Inc.
Western Representative
600 Advertising Bldg.,
CHICAGO, ILL.

WALLACE C. RICHARDSON, Inc.
Eastern Representative
41 Park Row,
NEW YORK CITY



Pat. Applied
For

CLIMAX PAPER CLIPS SAFE and SAVING

Clip your Clip Bill in Half by ordering in quantities direct from the Factory. Save in-between profits and loss on "hand-to-mouth" orders.

Packed 1,000 to the Box
1,000 Postpaid on receipt of 25 cents
5,000 Postpaid on receipt of one dollar

Packed 10,000 to the Box

	f.o.b. Buffalo	
10,000	11¢	per 1,000
50,000	8¢	per 1,000
100,000	6½¢	per 1,000
500,000	6¢	per 1,000

Send all orders direct to

Buffalo Automatic Mfg. Company
457 Washington Street Buffalo, N. Y.

ments. I thank you for the compliment, but I can't write the kind of copy that I believe in with nothing to work on. I'd have to spend considerable time studying your business and your objects before I could send you what I think should go in your space.

"I am sending you proofs of advertisements I have written for a few other firms, together with some data that may interest you.

"The question is, Are you willing to have assistance from me, provided I can show that I can give you better copy than you are now using?"

* * *

A large newspaper had received its first copy from an industrial manufacturer—a 30-inch advertisement. This advertisement was placed in more-than-fair position, but on the same page with it appeared the announcement of a famous astrologer of Europe whom the great war has not hindered from offering, for the small sum of ten cents, to reveal the past history of readers of the paper, their strong and weak points, the principal events of the future, etc. Strange to say, the manufacturer who was just breaking into newspaper advertising, did not appreciate being on the same page with the famous European past-seer and future reader. He meekly asked the publisher if it was the practice of the paper to run the announcements of astrologers, clairvoyants and the like on the

PAUL BROWN COMMERCIAL ARTIST

61 WASHINGTON AVE.,
GARDEN CITY, L.I.
N.Y. PHONE GAO RIVERAIDE.



Premium Specialties

International Premium Headquarters. Our biggest success, the No. 7 Dandy needle book, 20c in gross lots, sample sent postpaid 25c

S. BLAKE WILLSDEN
Heyworth Bldg. Chicago

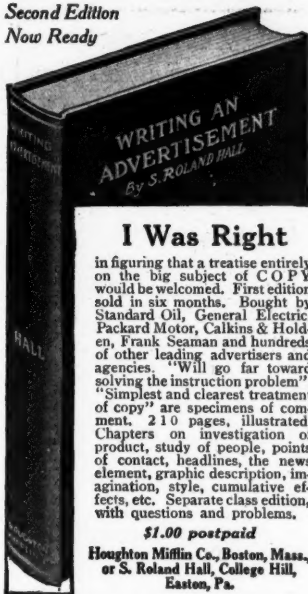
same page with the declarations of reputable manufacturers. "Understand," said he, "I am not trying to tell you how to run your paper. I grant you the same liberty that I shall exercise in running my advertising. I just want to know your ideas and would be especially interested in learning whether you regard astrology copy as likely to aid me in getting my statements believed."

It was all a mistake, declared the advertising manager for the publication. He was away on a vacation, and the offensive advertisement slipped in. To which the advertising manufacturer replied that he thought it spoke rather poorly for the organization of the paper if one's man vacation could let down the bars to advertising that otherwise would be excluded. There the correspondence ended, but one may guess that something worth while for the cause of better advertising happened in the inside office of the newspaper.

* * *

"Why," asks an advertising agency man, "do so many advertisers—particularly publishers—print on the outside of their circulars such a good hint of what the circulars are about that we can throw about half the stuff that comes along right into the wastebasket without bothering to open it?" There's something in this. Curiosity impels us to look into many things that we wouldn't

**Second Edition
Now Ready**



I Was Right

in figuring that a treatise entirely on the big subject of COPY would be welcomed. First edition sold in six months. Bought by Standard Oil, General Electric, Packard Motor, Calkins & Holden, Frank Seaman and hundreds of other leading advertisers and agencies. "Will go far toward solving the instruction problem", "Simplest and clearest treatment of copy" are specimens of comment. 210 pages, illustrated. Chapters on investigation of product, study of people, points of contact, headlines, the news element, graphic description, imagination, style, cumulative effects, etc. Separate class edition, with questions and problems.

\$1.00 postpaid

Houghton Mifflin Co., Boston, Mass.,
or S. Roland Hall, College Hill,
Easton, Pa.

A Bountiful Harvest

The month of September, 1915, returned a bountiful harvest to The Seattle Daily and Sunday Times. In paid advertising patronage The Times carried 898,142 lines, being a gain of 18,018 lines over September, 1914, and being 64,134 more than the total paid advertising carried by the other two newspapers of Seattle combined. The Third Paper gained 16,184 lines in September on a total of 275,002. The Second Paper lost 10,122 lines of paid advertising space in September on a total of 559,006 lines. The totals were:

The Times	898,142 lines
The Second Paper	559,006 lines
The Third Paper	275,002 lines

Thus it will be seen that The Times, evening and Sunday, is continuing to increase its lead over The Second Paper. In September, 1914, our lead was 310,996 lines; in September, 1915, our lead was increased to 339,136 lines.

In all departments of paid advertising The Times maintained its steady leadership. In classified, in department store advertising, in financial, in automobile and in photo play advertising it was way ahead of the next paper in the field.

Construction of The New Times Building on Times Square, the triangle bounded by Fourth, Fifth and Westlake Avenues, and Stewart and Olive Streets has already been started. The building is to be ready for occupancy in July, 1916, and The Times will move in August of that year.

The S. C. Beckwith Special Agency

Sole Foreign Representatives

New York Chicago St. Louis

Never a Better Opportunity

A high-grade man with extensive experience with Advertising Agencies, Newspapers, and Trade Journals, such as Autos, Dry Goods, Drugs, Farm papers and large Dailies, would like to represent a publication, in the Western territory, or take charge of classified or display departments. Excellent references. I may be the very man you want. Ask for my history.

"Daimler 509," 35 S. Dearborn St., Chicago

Lincoln Freie Presse

**GERMAN WEEKLY
LINCOLN, NEB.**

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electro. Rate, 35 cents.

Actual average circulation 133,992

A Prominent Advertising Business Man

THERE is a gentleman in St. Louis, Mr. Ernest Kroehle, for three years Advertising Manager of the "Westliche Post," known to prominent advertisers and advertising agencies throughout the United States, who is open for engagement.

Mr. Kroehle refers to the "Westliche Post," to the Louis Lange Publishing Co., and to such men as August A. Busch, Festus Wade, Conrad Budke, of St. Louis; John Lee Mahin, President Mahin Advertising Co.; C. E. Raymond, Vice-President J. Walter Thompson Co.; E. E. Critchfield, President Taylor-Critchfield; Mr. P. V. Troup, of Lord & Thomas, of Chicago; Mr. Allen Collier, President Procter & Collier Co. of Cincinnati; H. N. McKinney, or Mr. Greiner, of N. W. Ayer & Son, Philadelphia; Mr. Frank Presbrey, Mr. Artemas Ward, President Ward & Gow; Jas. T. Pyle, of Jas. Pyle & Son; J. F. Bresnahan, of the Butterick Co., of New York; and to almost any leading advertiser of the country.

A good man for a good position with a good publisher. *All negotiations confidential.*

Ernest Kroehle

610 Globe-Democrat Bldg., St. Louis.

Advertising Manager Wanted

Large gas engine factory in Middle West, doing national mail order business, requires the services of a high-grade advertising manager. Must be a man of sound and large vision with a well-rounded, practical experience, and be able to show a proven successful record in the agricultural field. Man should be under forty-five, aggressive and capable of operating on his own initiative. The right man must have full knowledge of the details of all forms of advertising, and be a forceful copy producer and catalog writer, and must have a competent knowledge of advertising values of the mediums covering the agricultural and small town field. Salary commensurate with ability.

Address

**"ENGINE" Box 360
Care Printers' Ink**

bother with if we knew what they were about; and when curiosity impels an examination, that examination may result in the development of some interest. The smart salesman does not usually tell you offhand that he has come around to relieve you of some of your money. It isn't a good plan for printed salesmanship to give warning or to put the prospect on the defensive.

Fire Marshals Dissent from Advice in Ad

A hint to advertisers is contained in the prompt action of fire marshals in Tennessee and Michigan, which was called forth by newspaper ads of a manufacturer of a cleansing preparation, in which housewives were told how to clean garments at home. Two gallons of gasoline were to be provided for the work, in combination with the advertised preparation, and in view of the frequent accidents resulting from the use of gasoline for cleaning, the fire marshals took occasion to warn the public against the use of the plan suggested in the ad.

The Michigan department stated that it took no exception to the efficiency of the advertised preparation as a cleaning proposition, but was very apprehensive of the danger to life, should such cleaning be undertaken within the home. It warned the public against all cleaning of this character, unless conducted in the open air. The newspaper advertising which presented the "new home method" consisted chiefly of readers.

Instalment Plan Used by Maxwell Dealers

Maxwell automobile dealers are announcing in large-space newspaper ads a new "Pay-as-You-ride" policy, whereby new cars will be sold on the instalment plan. Heretofore, while many dealers have handled paper to some extent, few manufacturers have been willing to carry it, and sales to dealers have usually been made sight draft attached to bill of lading, thus putting it up to the retailer to finance his own sales. The new announcement evidently means that co-operative measures will be used by the Maxwell company hereafter to assist in developing and encouraging, rather than frowning on instalment automobile trade.

Mail Order Concern Sells Stocks

The Monmouth Plow Factory Company, of Monmouth, Ill., which conducts a mail-order implement business, will issue a line of preferred stock at \$10 a share, it is reported. This is interpreted as meaning that the company will endeavor to distribute its stock widely among farmers all over the country.

Clas
for e
than
Mond

AD
Your cla
profitable
worded i
preparing
ters. Je
Brooklyn

LET
nt

Use BR
To brighte
thing and
25 cents (e
for our late
750 design
Will Br
131 East

"AUT
The first
wonder
going to
you will
cars to
tion of a
promotion
\$2.00
AUTO
812 Chas

10
St

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING WRITERS

Your classified ads will pull plenty of profitable inquiries when they are worded just right. Get my prices for preparing your small ads and sales letters. Jed Scarboro, 557a Halsey St., Brooklyn, N. Y.

LETTERS and advertisements compounded of *Dignity, Force, Humanness, Unusualness*. I yearn to send you the striking testimony of others. This advertisement attached to your letterhead before tomorrow—



E. M. DUNBAR
15 Rowena Street - Boston

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service
131 East 23rd St. New York



BUSINESS BOOKS

"AUTOMOBILE BUSINESS"

By JACOB H. NEWMARK

The first business book to be issued on the most wonderful industry of the day. A guide for the man going in the business or who is already in it. Tells you where the most business is to be found, price cars to sell, how to organize a business, the selection of sales men, how to conduct sales, advertising, promotion, lease and other departments. **Price \$2.00 postpaid.** Send for circular.

AUTOMOBILE PUBLISHING COMPANY
812 Chamber of Commerce Bldg. DETROIT, MICHIGAN

BILLPOSTING

10¢ Sheet Posts R.I.
ALL CITIES PULLED BOARD LISTS GUARANTEED SHOWING
CORRESPONDENCE BUILDING, PROVIDENCE, R. I.
Standish Barnes Co.

BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples "Standard Booklets" written and priced right. **THE DANDO CO.**, 40 S. 3rd St., Philadelphia, Pa.

FOR SALE

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. **A. McNeil, Jr.**, Post Publishing Co., Bridgeport, Conn.

HELP WANTED

Advertising solicitor wanted by a Trade Paper. Good territory. Commission arrangement. Box 730, care Printers' Ink.

Exchange Editor; one familiar with Irish-American and Catholic subjects. State experience and salary. Permanent position. **P. O. Box 1492, New York City, New York.**

We wish to correspond with an A-1 magazine representative, preferably one now located in Boston, to cover the New England territory. Excellent opportunity for a producer. State all details in first letter. Leading Publication, Box 822, care Printers' Ink.

AGENCY SOLICITOR WANTED

A good man who has closed business will find an opportunity to get a greater income out of his accounts and win an exceptional copy and merchandising backing. Young, enthusiastic hustler. Interview upon receipt of inclusive letter. Box 830, care Printers' Ink.

WANTED, an experienced magazine representative, preferably one now located in Rochester or Buffalo, to cover western New York State for established magazine. Fine chance for a man who can produce. Write fully. Box 823, care Printers' Ink.

SALESMEN—To represent Architects Samples Co., Inc., in selling space to building material manufacturers in its filing rooms. Liberal commission with a drawing account given. Apply at office of above company 101 Park Avenue, New York City, Suite 209.

MISCELLANEOUS

Wanted: To purchase second-hand rotary press. One suitable for magazine work. Must be cheap and in good order. Address Box 828, care Printers' Ink.

POSITIONS WANTED

Editor—Experienced, original, vigorous, versatile, moderate; best references. Reid, 4870 Beaufort Ave., Richmond Hill, N. Y.

Young advertising man (24) would like to make change. Prefers agency, agricultural publication, or agricultural advertiser. Thoroughly experienced in farm paper and newspaper work as copywriter, solicitor and advertising manager. Good reasons for changing. Write for particulars to Box 825, c/o P. I.

A 1 BOOKKEEPER

and all round man for general office routine desires position in live advertising agency.

Age 25—six years' experience
—employed—desire change. Box 827 care Printers' Ink.

YOUNG WOMAN—Six years as **PRIVATE SECRETARY, CORRESPONDENT** and **EXPERT TYPIST** in large advertising agency. Have full charge of all details in connection with number of large national accounts. Thoroughly familiar with **PROOF-READING**, preparation of layouts, schedules, etc. Now employed. Better opportunity desired. Box 826, c/o P. I.

Advertising manager, fifteen years' successful experience in mechanical, machinery fields—advertising agency work—seeks change. Strong on planning selling campaigns to dealers, consumers, national and trade paper advertising. Magnificently equipped to make advertising department potent selling influence in above fields. For detailed records and convincing proofs. Box 831, c/o P. I.

WANTED: A CHANCE TO WORK. A capable young man with six years advertising experience wants a chance to show you what hard work will do for your proposition. Have sold newspaper, trade paper, street-car and theater programme space successfully. Ability as a writer of copy and lay-out man. Recommendations from all previous employers. Worth more than will ask for services until merit is proven. Can talk to the biggest buyer of space in the United States and make him see the merits of a proposition. Write me. You will like me. Box 820, c/o P. I.

ADVERTISING MANAGER, of class rarely seeking position, is open to apply to your business the proven ideas and plans that broke sales records for several large concerns during his 14 years' experience. Box 821, c/o Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

I wish to devote more of my time to my outside interests and would welcome an associate in my profitable weekly trade paper. An advertising man who is a good mixer and has some money can make a good connection and eventually own the control. Box 734, care P. I.

One of our clients is overworked. He has other business interests besides his weekly trade journal which require his personal attention. He would therefore sell an interest in his publication to an experienced man who could relieve him of the major portion of the work. The property is valued at Fifty Thousand Dollars. Unusual opening for a hustler who commands some capital. Harris-Dibble Company, 171 Madison Av., N. Y.

\$2.00 "Straight"

Now that the annual campaigns of the subscription agencies are about starting, **PRINTERS' INK** wishes to reiterate for the information of present and prospective subscribers, its frequent statements that there are *no* rates other than our prices of \$1.00 for 6 months, \$2.00 per year and \$5.00 for 3 years.

Printers' Ink Pub. Co.
12 West 31st St., New York

ADVI

Birmingham
36,849. B
in Alabama

New Ha
for '14 (sw

Peoria,
1914, Dall

Burlington
\$,999; Sur

Des Mo
one, daily

365. Low
for town

New Or
for 1914.

Bangor,
daily 11,7

Portland
for 1914.

Baltimo
ing Comp

son who

Salem,
average f

Worcest
for 1914.

Doc., '14,
evening c

Miner
semi-mo

122,562

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

GU
AN
TEE

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 8,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1915, 70,116; Sunday, 51,365. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, not daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For Oct., 1915, 74,327 daily; 64,464 Sunday. The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 9 months 1915, 122,562 paid, 127,055 gross.

75% of circulation is in Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 gross circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. H. Mecty. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For Oct., 1915, 134,978 daily; Sun., 166,411.

Erie, Pa., Times, dy. Av. circulation, '14, 23,270; 28,125 av., Oct. '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exd. Sun. A.B.C. audit to March 31, 1915, 10,130.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.



Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (©©) Sun., 33,018. (©©) The Evening Bulletin, 48,772 ave. net paid for '14.



Seattle, Wash., The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the adv. Av. daily circulation, 1914, 71,858; Sunday, 90,368.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

Bakers' Helper (©©) Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique. (©©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©©) the recognized authority of the Dry Goods and Department Store trade.

N. Y. Scientific American (©©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Seattle, Wash., Times (©©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Ev'ng Wisconsin (©©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, 116,791 more

individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Bates, sworn cir. statement and rate card.



Table of Contents

PRINTERS' INK, November 18, 1915

Advertising a Raw Material Without Mention of Brand Names.....	3
Interview with H. G. Clopper, Gen. Sales Manager, New Jersey Zinc Co.	
Competitive Plans Unsound Basis of Selecting Advertising Agents.....	10
<i>A. W. Erickson</i>	
"The Advertiser Gets the Minimum of the Agent's Wisdom" in This Way.	
John E. Powers on "Wanamaker Style".....	17
A One-time Famous Writer of Advertisements Gives to PRINTERS' INK Reminiscences of the Formative Days of a Great Advertiser.	
The Retailer's Store Window as an Effective Advertising Medium for the Manufacturer	20
Written in Collaboration by the Advertising and Display Managers of One of New York's Leading Retail Stores.	
Advertising Typography and Advertising Solicitation.....	37
Sphinx Club Listens to Two Interesting Speeches.	
Lifting Dealer Helps Out of the Rut.....	45
Third of a Series of Articles Reviewing the Material Which Advertisers Are Furnishing Dealers This Fall.	
A President's Straight Talk to Advertising Managers.....	53
<i>Harry Ford</i> Pres. and Gen. Mgr., Saxon Motor Company. An Executive Who Was Graduated from the Advertising Department 'Explains His View-point to the Detroit Adcraft Club.	
Cream of Wheat Case Upheld by Circuit Court of Appeals.....	61
Right of Manufacturer to Refuse Sales to Price Cutter Vindicated on Appeal.	
Death of Brent Good, of "Carter's Pills" Fame.....	62
Should Newspapers Refuse Comparative-price Advertising?.....	64
Lafe Young, Jr., Gives Views in "Newspaper Week" Talk.	
Getting the "Drop" on Competition.....	71
<i>Cameron McPherson</i> Winning Tactics of Successful Salesmen as Basis for Uniform Home-office Ruling.	
Making Copy Sound Like the Salesman's Talk.....	79
How the Gerhard Mennen Company Succeeded in Creating the Man-to- Man Atmosphere Without Loss of Dignity.	
Exhibit of Prize Posters in New York.....	84
Advertisements a Famous Novelist Would Like to See....	89
<i>Irving Bacheller</i> The Author of "Eben Holden" Makes Some Copy Suggestions for a Troubled World.	
25,000 Electrical Concerns in Joint Sales Campaign.....	93
Electrical Prosperity Week the Consummation of Co-operative Effort That Covers the Country.	
Knocking Down the Wall of the President's Private Office.....	105
<i>C. C. Casey</i> This Advertising Manager Made a Substantial Place for Himself After He Won the Confidence of Executives.	
The Valuable Work a "Good Will" Man Can Do.....	113
<i>James A. McClelland</i> Instances Showing What He Can Do That a Salesman Cannot Do as Well.	
Editorials	120
Building Faith in Advertising—Jewelers Getting Into Bad Com- pany—Growth of the Co-operative Idea—An Index of General Prosperity.	
The Little Schoolmaster's Classroom.....	126

Index to Advertisers

	PAGE		PAGE
Addressograph Co.	67	Kalkhoff Co.	107
Advertising Mediums	133	Katz, E., Special Adv. Ag. .	94
Albany Knickerbocker Press	65	Kroehle, Ernest	130
American Exporter	58	Leslie's	47
American Magazine	51	Life	123
American Thresherman	99	Lincoln Freie Presse.....	129
Am. Type Founders Co....	127	Linde, J. E., Paper Co.....	114
Audit Bureau of Circulations	92	Moore Press, Inc.....	107
Ayer, N. W., & Son.....	1, 97	New York American.....	22-23
Berningham & Seaman Co..	48	New York Globe.....	103
Boston American	81	Nichols-Finn Adv. Co.....	7
Breeder's Gazette	128	Parsons Paper Co.....	99
Brown, Paul	128	Periodical Press	11
Buffalo Automatic Mfg. Co.	128	Philadelphia Public Ledger	
Butterick Pub. Co.....	30-31	—Evening Ledger	42-43
Cheltenham Adv. Co.....	9	Philadelphia Bulletin	13
Chicago Daily News.....	91	Pier Realty & Holding Co.	115
Chicago Herald	44	Position Wanted—"Daimler"	129
Chicago Tribune	136	Position Wanted — "Hard-	
Clarke Pub. Co.....	99	ware"	124
Classified Advertisements.	131-132	Position Wanted—"Merchan-	
Colish, A.	107	dize"	112
Collier's	29	Practical Engineer	100
Comfort	68-69	Presbrey, Frank Co.....	74-75
Crowell, Thos. Y., Co.....	107	Printers' Ink	118-119-132
Daily Oklahoman	95	Printers' Specialties	107
Detroit News	73	Progressive Farmer	82-83
Doubleday, Page & Co.....	108, 109	Railway Age Gazette —	
Dyer, Geo. L., Co.....	27	Mechanical Edition	55
Eberhard, Geo. F., Co.....	124	Read Printing Co.....	107
Engineering News	21	Red Book	14-15
Ethridge Assn. of Artists..	52	Ruckstuhl, C. E., Inc.....	107
Farm Journal	16	Ruggles & Brainard, Inc.	85-6-7-8
Francis, Chas., Press....	104, 107	St. Louis Star.....	60
Garden Magazine	109	Seattle Times	129
Gas Review	99	Simmons-Boardman Pub. Co.	55
Gibbons, J. J., Ltd.....	127	Sperry Magazine	24
Good Health	127	System	56
Hall, S. Roland.....	129	Technical Pub. Co.....	100
Hammermill Paper Co.....	111	Theatre Magazine	101
Help Wanted—"Engine"....	130	Today's Magazine	41
Help Wanted — "Motorecar		U. S. Leather Goods Co....	125
Maker"	117	Ward, Artemas	2
Hill Pub. Co.	21	Warren, S. D., & Co.....	78
Houghton, Mifflin Co.....	129	Willsden, S. Blake.....	128
Inland Storekeeper	70	Woman's Magazine	30-31
International Silver Co....	59	Woodward & Tiernan Print-	
John Bull	96	ing Co.	33-4-5-6
		World's Work	108
		Zeese-Wilkinson Co.....	107

ADVERTISING RATES—Display

\$150 double page, \$60 a page, \$30 half page, \$15 quarter page
Smaller space 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover.....	\$125	Page 5.....	\$100
Second Cover.....	75	Pages 7, 9, 11 or 13.....	75
Back Cover.....	100	Standard Double Spread....	150

Climbing Through Service To Bigger Successes

The one big watchword throughout The Chicago Tribune's organization is *service*.

The one thing that has enabled The Chicago Tribune to reach the place it holds in the newspaper field, and in the advertising field, is *service*.

The tens of thousands of new readers added to The Tribune's family in the past twelve months have come to The Tribune as the result of *giving service*.

The new advertisers added to The Tribune's roster of successes—the huge gains made in advertising carried—have been the logical result of *giving service*, of giving service *both to readers and to advertisers*.

And The Chicago Tribune never stops. Each

week and month must show some new improvement in service rendered, some added measure of service given, or else that week and month are lost.

New ways of helping you to merchandise your goods with small expense—new ways of helping you to so adjust your advertising that it will yield you bigger crops of orders—new ways of helping you to get the full support of the vast army of retail dealers in this territory—new ways of focusing the attention of millions of consumers on *your goods*—these are some of the things we're working on, these are some of the ways in which we plan to *give you better and better service* in the months that lie ahead.

For we are not content with past performances. We are not content to rest upon our laurels. And we know that our *future successes in the advertising field* **DEPEND ENTIRELY ON THE SERVICE WE GIVE YOU.**

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation Over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco